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April 25, 2013

Board President David Chiu and Members of the Board of Supervisors
c/o Ms. Angela Calvillo
Clerk of the Board of Supervisors
City of San Francisco
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Re: Argument in Support of Appeal of Planning Commission Certification of Final EIR for the 706 Mission Street - Residential Tower and Mexican Museum Project (Case No. 2008.1084E; SCH # 2011042035)
● **Impacts on Historic Resources**

Dear President Chiu and Supervisors:

This office represents appellants 765 Market Street Residential Owner's Association ("ROA"); Friends of Yerba Buena ("FYB"), Paul Sedway, Ron Wornick, Matthew Schoenberg, Joe Fang, and Margaret Collins (collectively "Appellants") regarding the 706 Mission Street - Residential Tower and Mexican Museum Project ("the Project"). I am writing to provide additional argument in support of appellants' grounds for appeal relating to impacts on Historic Resources.

1. Summary

The EIR ignores the fact that the entire Project, including the tower portion, is within the Historic Preservation Commission's ("HPC") permitting jurisdiction. The EIR also fails to (1) disclose the protected status of the Aronson Building and the Conservation District in which it is located, (2) discuss the inconsistencies with the General Plan and Planning Code that are discussed in this letter as required by CEQA; and (3) assess or identify the degradation of the historic character of the Aronson Building and the Conservation District as significant impacts of the Project.

The Aronson Building is a Category I Significant Building and the Aronson Building parcel is within the New Montgomery-Mission-Second Conservation ("NMMS") District. The Project will demolish part of the Aronson building and construct the tower where the part to be demolished is located. The tower will be physically attached to and programmatically integrated with the Aronson building.[1] Because the Project involves "construction, alteration, removal or demolition of a structure . . . or any new or replacement construction for which a permit is required pursuant to the Building Code, on any designated Significant or Contributory Building or any building in a

[1] Exhibit 2 [HPC Case Report], p. 1; Exhibit 3, [Article 11] § 3, Map; Exhibit 4 Ordinance 182-12], p. 196, Map.

Conservation District" (Planning Code § 1111(a)), the developer must obtain permits from the HPC for the entire Project.[2]

The tower is required, but fails, to meet the requirements of Planning Code Article 11 in several respects, including: the tower is not compatible in scale with the Aronson Building or the Conservation District in which it is located, and the tower will substantially degrade the historic character and architectural integrity of the Aronson Building and the Conservation District.[3]

2. The EIR and the HPC Case Report incorrectly assume that Planning Code Article 11 does not apply to the tower portion of the Project.

The EIR, without addressing the issue, and the HPC Case Report dated April 3, 2013 (attached hereto as Exhibit 2), without analyzing the issue, assume that the HPC does not have permitting jurisdiction over the tower. The HPC Case Report states:

> The proposed Major Permit to Alter will require Building Permit(s) for the proposed removal of the two non-historic 1978 additions as well as the fire escapes and landings, and the existing mechanical penthouse on the roof. In addition Building Permit(s) will be required for the proposed rehabilitation of the Aronson Building and the new addition features including new solarium on the roof, ground floor storefronts, and new window openings along the north façade. ¶ In addition to the above-mentioned building permits, other parts of the proposed project not within the jurisdiction of this Commission, including the new tower, will require discretionary approvals . . . .

This passage artificially separates the Project into several components in a way that ignores the obvious. As noted above, the Project involves demolition of part of a listed significant building

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[2]Under Charter § 4.135, the HPC has "the authority to approve, disapprove, or modify applications for permits to alter or demolish designated Significant or Contributory buildings or buildings within Conservation Districts." Under Planning Code § 1111(a), "No person shall carry out . . . any construction, alteration, removal or demolition of a structure . . . or any new or replacement construction for which a permit is required pursuant to the Building Code, on any designated Significant or Contributory Building or any building in a Conservation District unless a permit for such work has been approved pursuant to the provisions of this Article 11." Under Planning Code § 1111(b), "The HPC shall approve, disapprove, or modify all applications for permits to alter or demolish any Significant or Contributory Buildings or buildings within Conservation Districts, and permits for any new and replacement construction within Conservation Districts."

[3] See Exhibit 1 [Letter dated April 25, 2013 from Katherine T. Petrin, Architectural Historian and Preservation Planner].

and alteration of the Aronson Building by attaching the tower to and programmatically integrating the tower with the Aronson Building.[4] In addition, the tower is new construction located on the Aronson parcel, in the Conservation District. These facts are clearly visible in the attachments to the HPC Case Report attached hereto as Exhibits 6 and 7. Therefore, under Planning Code § 1111 the developer must obtain the HPC's approval of the tower by way of a permit to alter the Aronson Building or a permit for new construction of the tower in the NMMS District. Further, the Project must comply with the substantive standards of Planning Code Article 11. Also, the Downtown Area Plan of the City's General Plan provides that "The addition [to a Significant Category I or II building] or new building [in a Conservation District] would be required to meet the guidelines for new construction in conservation districts."[5]

In addition to the fact that the western portion of the Aronson Building will be demolished and the tower will be built in its place, the tower and Aronson Building will have "New exterior and interior connections . . . for programmatic and structural requirements" such that they will be "laterally connected . . . at all floor and roof levels" and will "move together during a seismic event" and "will not be structurally isolated."[6]

Also, "The existing tower volume will cantilever approximately 7' over the existing Aronson Building starting at the 12th floor and be setback approximately 15' from the south facade of the Aronson Building."[7] Even if the tower did not intrude into the airspace above the Aronson Building, its attachment to the Aronson Building results in increasing the height of the Aronson Building by 39 stories. But the plan to cantilever part of the tower over the top of the Aronson Building shows that raising the height of the Aronson Building by 39 stories is not just the result of this design, it is the developer's specific intent.

In addition: "Museum interior space will span across both new and existing buildings at the 2nd and 3rd floors, with ground floor entry within the new tower base. Museum interior space may also include all or a portion of the 1st floor Aronson Building, and/or portion of 4th floor tower for exterior terrace access and mechanical spaces."[8]

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[4] "As part of the project the two existing non-historic 1978 additions will be removed and the Aronson Building will be *integrated* as part of a new 47-story, 550'-tall tower with up to 215 residential units and *a portion of the Mexican Museum*. The new tower will be *adjacent to and physically connected* to the existing Aronson Building." (Exhibit 2, p. 2 (emphasis added).)

[5] Exhibit 5 [Downtown Area Plan], p. II.1-24.

[6] Exhibit 2, pp. 16-17.

[7] Exhibit 2, p. 16.

[8] Exhibit 6 (Major Permit to Alter, Appendix 1], p. 29.

The tower is new construction partially located on the Aronson Building parcel, and, therefore, within the Conservation District. The parcel on which the Aronson building is located within the NMMS District. At least part of the tower will be situated on that parcel.

The September 2012 amendments to Article 11 of the Planning Code expanding the NMMS Conservation District added the Aronson Building parcel to the District.[9] The Case Report indicates that the non-historic addition to the Aronson Building on its west facade will be removed. The Aerial Map shows the parcel boundaries surrounding the entire Aronson Building,[10] including the non-historic addition that will be demolished. This portion of the building is also clearly visible on the Bird's Eye View Photo,[11] and the Vicinity Photograph.[12]

Both the location of the tower on the parcel and the extent of the Project alterations to the Aronson Building can be seen in Exhibit 6. Thus, the tower will be located adjacent to the Aronson Building on its new west facade, occupying the same area on parcel 93 currently occupied by the non-historic addition that will be demolished. This fact also subjects the tower to the permitting requirements of Article 11.

3. The Project violates several requirements of Planning Code, Article 11

Planning Code § 1111.6(c)(6), provides that any additions to height of a Category I Significant Building such as the Aronson Building, "shall be limited to one story above the height of the existing roof." The Project violates this rule because the tower will increase the height of the Aronson Building by 39 stories.

Section 1111.6(c)(6) also provides that any additions to height of a Category I Significant Building such as the Aronson Building, "shall be compatible with the scale and character of the building." The Project violates this rule because the tower is not compatible with the scale or character of the Aronson Building.[13]

Under Planning Code § 1113(a), "any new or replacement structure or for an addition to any existing structure in a Conservation District" must be "compatible in scale and design with the District as set forth in Sections 6 and 7 of the Appendix that describes the District." The Project violates Planning Code § 1113(a) because the tower is not compatible with the scale, particularly

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[9]Exhibit 3; Exhibit 4.

[10]Exhibit 7 [Excerpt from HPC Case Report], Aerial Map.

[11]Exhibit 7, Birds's Eye View Photo.

[12]Exhibit 6, Vicinity Photograph.

[13]See Exhibit 1.

the predominant height of the district and the predominant height of the buildings that define the conservation characteristics of the district, as described in sections 6 and 7 of Appendix F.[14]

Article 11, Appendix F, Section 6, provides:

> The exterior architectural features of the New Montgomery-Mission-Second Street District are as follows: * * *
> (b) Scale. *More than two-thirds of the contributing buildings are three-to-eight story* brick or concrete commercial loft buildings constructed during the five years after the 1906 Earthquake and Fire. The scale of the District varies from the small buildings on Howard, Mission, Natoma, and Second Streets, such as the Phoenix Desk Company Building at 666 Mission Street, the Burdette Building at 90 Second Street, and the Emerison Flag Company Building at 161 Natoma Street; to medium-scaled structures on Mission and New Montgomery Streets, such as the Veronica Building at 647 Mission Street, and the Standard Building at 111 New Montgomery Street; to large-scale buildings on New Montgomery Street, such as the Pacific Telephone and Telegraph Building at 140 New Montgomery. On New Montgomery Street, the large facades are not commonly divided into smaller bays, *establishing a medium scale when combined with the five- to eight-story height of the buildings*. Similarly, the use of elaborate ornament on many of the buildings breaks their large facades into smaller sections and accordingly reduces their scale. *Second Street is characterized by much smaller buildings* with more frequent use of vertical piers whose scale is very intimate for the South of Market area.

(Emphasis added.) Appendix F, Section 7, provides:

> (a) Standards. 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. (Emphasis added.)

> The permit application attached to the HPC Case Report states:

> Circulation within the new tower would be linked to the Aronson Building at floor levels of the Aronson Building where floor alignments with floors of the proposed

[14] Exhibit 1.

> tower permit. However, the tower would be structurally independent of the Aronson Building with respect to gravity loads and thereby *removable*, in accordance with the Secretary's Standards. In addition, the tower is designed to read as an entirely separate building, a key requirement for related new construction to historic resources in dense urban locations as discussed in Preservation Brief 14: "New Exterior Additions to Historic Buildings: Preservation Concerns." The new tower therefore is consistent with Rehabilitation Standard 10 and Preservation Brief 14 guidelines regarding urban infill, which suggest that "Treating the addition as a separate or infill building may be the best approach when designing an addition that will have the least impact on the historic building and the district." [15]

There are several striking feature of this passage. First, the casually expressed notion that a 47 story building is "removable" is absurd on its face. Preservation Brief 14 discusses "removability" as it is used in the Secretary's Standards, Standard 10, as follows

> Standards for Rehabilitation. Standards 9 and 10 apply specifically to new additions:
> (9) "New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment."
> (10) "New additions and adjacent or related new construction shall be undertaken in such a manner that *if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired*." [16]

As discussed by Ms. Petrin in Exhibit 1, the tower is not "removable" as that term is used in the Secretary's standards.

> The permit application also states:
>
> Preservation Brief 14 recommends that new infill construction should be compatible with the surrounding context in terms of scale, setback, and facade rhythm. Though the heights of the two buildings (Aronson Building and new tower) are significantly different, the proposed location and articulation of the tower as a related but visually separate building from the Aronson Building maintains a context that is similar to the varying heights of buildings in the surrounding area.[17]

Again, the casually expressed notion that a 47 story building is compatible in scale to the 8

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[15] Exhibit 8 [Major Permit to Alter Application Attachment], pp. 10-11.

[16] Exhibit 9 [Preservation Brief 14], p.2 (emphasis added).

[17] Exhibit 9 [Major Permit to Alter Application Attachment] pp. 10-11.

story Aronson Building or to the general height scale (i.e., three to eight stories) of the Conservation District is also absurd on its face.

Stepping back, the fact that the Permit Application attempts to justify the scale and "removability" of the tower demonstrates that in order for these issues to be relevant to the permit application, they must be within the HPC's "jurisdiction." Indeed, the application goes to some length to argue that the tower complies with the Secretary's Rehabilitation Standards 9 and 10, as discussed in Preservation Brief 14. Again, this discussion is only relevant if the HPC is going to pass judgment on these issues in the context of issuing a permit.

4. The EIR Violates CEQA Regarding the Project's Impacts on the Conservation District and Aronson Building.

The above described code violations demonstrate the Project's significant adverse environmental effects that the EIR fails to disclose. A substantial adverse change in the significance of an historical resource is treated as a significant effect on the environment. (CEQA Guidelines, § 15064.5, subd. (b).) A "substantial adverse change" includes demolition, destruction, relocation, or alteration of the resource or its immediate surroundings resulting in the significance of the resource being materially impaired. (CEQA Guidelines, § 15064.5, subd. (b)(1) .) Here, the tower will cause these significant adverse effects.

The EIR should have discussed the above-described violations of the Planning Code in two contexts. First, these Planning Code violations are inconsistent with the City's General Plan (San Francisco Master Plan) because the Planning Code implements the General Plan. (Planning Code § 101.) The EIR should discuss the Project's inconsistencies with the General plan as required by CEQA Guideline § 15125(d).

Second, these inconsistencies, especially the incompatible scale of the tower, represent significant adverse impacts of the Project on the conservation values that Article 11 and the NMMS Conservation District were enacted to protect.

Also, the EIR fails to disclose that the September 2012 amendments to Article 11 of the Planning Code expands the NMMS Conservation District by adding the Aronson Building parcel to the District and listing the Aronson Building as a Category I (Significant) Building.

The Historic Resources Evaluation Report ("HRER"), on which the DEIR based its assessment of the Project's impacts on cultural and historic resources, is dated November 3, 2011. (DEIR, Appendix D.) The DEIR was issued on June 27, 2012. As the following excerpts from the EIR show, it asserts that the New Montgomery-Second Conservation District is bounded by 2nd and 3rd Streets, thus excluding the Aronson Building.

> The Aronson Building is assigned a National Register Status Code of 2S1, meaning that the building was determined eligible for individual listing in the National

> Register of Historic Places as well as being a contributor to the eligible Aronson Historic District by the Keeper of the National Register of Historic Places. As such, the Aronson Building is automatically listed in the California Register and is an historical resource under CEQA.

(DEIR p. IV.D-43.)

> Article 11 of the San Francisco Planning Code.
> The Downtown Area Plan is an element of the San Francisco General Plan. It contains a set of objectives and policies guiding decisions affecting the City's downtown, in particular providing for the identification and preservation of designated Significant and Contributory buildings and Conservation Districts in the City's C-3 districts. The Aronson Building is not designated under Article 11 of the Planning Code, but such a designation is currently under consideration, as discussed below.

(DEIR p. IV.D-44.)

> If adopted as an amendment to Article 11, the proposed Category I designation of the Aronson Building and the proposed New Montgomery-Mission-Second Street Conservation District would qualify the Aronson Building as an "historical resource" under CEQA. However, the building's existing inclusion in other local, State, and Federal historic resource surveys and registers is determinative of its status as an "historical resource" under CEQA.

(DEIR p. IV.D-45.)

> The proposed tower would be 47 stories and 550 feet tall (520 feet to the roof of the highest occupied floor plus a 30-foot-tall elevator/mechanical penthouse). The proposed tower design would be contemporary in visual character and would be clad in glass, masonry, and metal. The east facade of tower volume would cantilever approximately seven feet over the western end of the Aronson Building.

(DEIR p. IV.D-51.)

The EIR's Response to Comments issued on March 7, 2013 does not update or correct these outdated and false assertions, stating:

> On p. IV.D.51, the second paragraph under the heading "Proposed Tower" is revised as follows:
> The tower would be built adjacent to the Aronson Building's west party wall following demolition of the 1978 west annex. The Aronson Building would be either ~~and would be~~ connected to the tower ~~Aronson Building~~ with a structural seismic

> joint, or seismically tied into the tower at floor and roof levels without the use of a seismic joint. If a seismic joint is used, an air space would exist between the tower and the Aronson Building as required for structural movement, and the seismic joint would span the two structures. In either case, t~~T~~he tower and the Aronson Building would ~~be~~ have independent structural gravity systems. The tower may provide lateral support to the Aronson Building. ~~structurally separate, with an air space in between as required for structural movement~~. New connections between the tower and the existing Aronson Building would be established for programmatic and structural requirements, while still maintaining a visual separation between the buildings.

(RTC IV -14,15.)

The HPC Case Report is dated April 3, 2013 - one month after the Response to Comments was issued. It states:

> "The project site is located at 706 Mission Street in Assessor's Block 3706, Lot 093 at the intersection of Market and Third Streets. Historically known as the Aronson Building, the subject property is a Category I (Significant) Building located within the New Montgomery-Mission-Second Conservation (NMMS) District and the C-3-R (Downtown Retail) Zoning District with a 400-I Height and Bulk limit."[18]

An amendment to Article 11, Appendix F, was adopted by Ordinance 182-12 on August 8, 2012, and became effective on September 7, 2012, to include in the District and list the Aronson bldg as Category 1.[19] This was only two months after the DEIR was issued.

The Response to Comments should have corrected and updated the DEIR, but did not.

Thank you for your attention to this matter.

Very Truly Yours,

Tom Lippe

Thomas N. Lippe

List of Exhibits

[18] Exhibit 2, p. 1.

[19] Exhibit 4.

1. Letter Report dated April 25, 2013 from Katherine T. Petrin, Architectural Historian and Preservation Planner.

2. HPC Case Report (pages 1- 21).

3. Article 11, Appendix F, § 3, Map.

4. Excerpt from Ordinance 182-12 (pages 1-4, 184-201, 208-209).

5. Downtown Area Plan.

6. Excerpts from Appendix 1 of Major Permit to Alter (pages 5, 29, 39-61), attached to HPC Case Report.

7. Excerpt from HPC Case Report, including Assessor's Parcel Map for Block 3706, Parcel 093; Sanborn Map; Aerial Map, Birds's Eye View Photo.

8. Major Permit to Alter Application Attachment.

9. Preservation Brief 14.

EXHIBIT 1

25 April 2013

Thomas N. Lippe
Lippe Gaffney Wagner LLP
329 Bryant Street, Suite 3D
San Francisco, California 94107

Re: Proposed Alterations to the Aronson Building, 706 Mission Street

Mr. Lippe:

I have been retained by the firm Lippe Gaffney Wagner LLP to provide professional consulting services as an Architectural Historian with regard to the proposed project at the Aronson Building, 706 Mission Street.

The Aronson Building (APN 3706-093) is located on a 147' x 105' rectangular lot at the northwest corner of Mission and Third Streets, in the South of Market neighborhood of San Francisco, California. Built in 1903, the 10-story Aronson Building, a Category I (Significant) Building, is a qualified historic resource and, in the past, has been determined individually eligible for listing in both the National Register of Historic Places and the California Register of Historic Resources. Architecturally significant, the Aronson Building has been recognized as San Francisco's finest example of the Chicago School style. It is a contributing resource to the Aronson Historic District, now part of the New Montgomery-Mission-Second Conservation District. As such, the provisions of Article 11 of the San Francisco Planning Code apply.

This opinion addresses three main points:

- the question of architectural compatibility between the Aronson Building and the proposed tower;
- the question of the architectural compatibility between the proposed tower and surrounding districts; and,
- the issue of future reversibility of the proposed alterations to the Aronson Building.

Project Description

The proposed rehabilitation of the historic 10-story Aronson Building, a Category I (Significant) Building, would be comprehensive, involving a range of alterations primarily, interior and exterior work, a seismic upgrade, and the demolition of incompatible 3- and 10-story additions on the secondary facades to accommodate construction of a 47-story tower addition to the historic building. The proposed tower would measure approximately 550 feet in height with an additional two floors below grade.

The new tower would abut and connect to the west façade of the Aronson Building with new openings proposed along the west façade for circulation between the two structures, as well as seismic, structural, mechanical, electrical and plumbing improvements. A portion of the footprint of the new tower would occupy the present site of the two existing non-historic 1978 additions; that portion falls within the New Montgomery-Mission-Second Conservation District.

Compatibility of the Proposed Tower with the Aronson Building

In this case, the matter of the compatibility of a 47-story tower alteration to a 10-story building revolves primarily around the question of scale. The *Major Permit to Alter Case Report* includes an analysis of the proposed project for consistency with *The Secretary of the Interior's Standards for the Treatment of Historic Properties for Rehabilitation*. Standard 9 involves the compatibility of new additions. Standard 9 states:

> New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

The Planning Department analysis for Standard 9 with regard to the proposed project addresses the compatibility of the architectural expression, but not the scale or proportion of the addition. It reads:

> All new work will be clearly differentiated from the old yet be compatible with the historic materials, features, size, proportion, and massing. Specifically the proposed storefronts, new canopies, new windows on the north façade, solarium on the roof top will be clearly differentiated through the use of contemporary detailing and materials. In addition, the tower will be differentiated in its modern, contemporary design vocabulary.

Analysis in the *Major Permit to Alter Case Report* focuses on the differentiation of the proposed tower and the historic building. It states that the proposed design of the project tower will be contemporary in architectural vocabulary, will cantilever over the Aronson Building, and will not include overt historic references. This approach visually distinguishes the proposed tower from the existing Aronson Building, allowing the proposed tower to appear as a new building adjacent to the historic Aronson Building rather than as an addition.

The National Park Service publication *Preservation Brief 14: New Exterior Additions to Historic Buildings: Preservation Concerns* addresses the issue of compatibility and retaining historic character when designing compatible new additions. Particularly relevant to the proposed project at 706 Mission Street is this paragraph, which states:

> A new addition should always be subordinate to the historic building; it should not compete in size, scale or design with the historic building. An addition that bears no relationship to the proportions and massing of the historic building—in other words, one that overpowers the historic form and changes the scale— will usually compromise the historic character as well. The appropriate size for a new addition varies from building to building; it could never be stated in a square or cubic footage ratio, but the historic building's existing proportions, site and setting can help set some general parameters for enlargement.

The Secretary of the Interior's Standards for Rehabilitation and Illustrated Guidelines for Rehabilitating Historic Buildings, New Additions specifically recommends against, "Designing a new addition so that its size and scale in relation to the historic building are out of proportion, thus diminishing the historic character."

While the proposed alteration to the Aronson Building (the tower) has been designed to be completely different in architectural expression, character, and height, the transition in height between the 10-story Aronson Building and the 47-story proposed tower is stark and bears no relationship to the proportions and massing of the Aronson Building**.** With regard to the compatibility between the proposed tower and the historic building, the proposed project does not, in my opinion, meet Standard 9 of *The Secretary of the Interior's Standards for Rehabilitation* or the standards set forth in Planning Code Section 1111.6(c)(6).

Compatibility of the Proposed Tower with Surrounding Districts

Compatibility within the New Montgomery-Mission-Second Conservation District

The New Montgomery-Mission-Second Street area is a subarea within the C-3 District. It possesses concentrations of buildings that together create a subarea of architectural and environmental quality. As stated in Article 11, Appendix F, Section 5:

> The core of the New Montgomery-Mission-Second Street Conservation District is a product of the post-1906 reconstruction of downtown San Francisco. Rebuilt between 1906 and 1933 this district represents a collection of masonry commercial loft buildings that exhibit a high level of historic architectural integrity and create a cohesive district of two-to-eight story masonry buildings of similar scale, massing, setback, materials, fenestration pattern, style, and architectural detailing…. The intersection of 3rd and Mission evolved into the most important intersections in the survey area, bracketed on three corners by important early skyscrapers, including the rebuilt Aronson Building on the northwest corner, the Williams Buildings on the southeast corner, and the Gunst Building (demolished) on the southwest corner.

The Aronson Building is consistent with the architectural character of the New Montgomery-Mission-Second Street Conservation District in terms of style and materials. Like the Aronson Building, most of the contributing buildings are designed in the American Commercial Style and feature facades divided into a tripartite arrangement consisting of a base, shaft, and capital.

The Aronson Building's primary materials of brick, stone, terra cotta and ornamental details are consistent with District's established patterns.

Article 11 Appendix F Section 7 deals with guidelines for review of new construction and certain alterations. It states that such work, "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…". Section 7 further states that new construction should maintain the character of surrounding buildings by relating to their prevailing height, mass, proportions, rhythm and composition.

As stated above, the proposed alteration to the Aronson Building (the tower) has been designed to be completely different in architectural expression, character, and massing from the prevailing architectural character of the New Montgomery-Mission-Second Street Conservation District. The new construction bears no relationship to the architectural character of the New Montgomery-Mission-Second Street Conservation District, in terms of height and scale, and does not meet the standards set forth in Planning Code Section 1113.6(a).

Relationship with Jessie Square

The 1966 Yerba Buena Center Redevelopment Plan designated the block on the north side of Mission Street between Third and Fourth Streets as Central Block 1 and envisioned it as the northward extension of the open space at Yerba Buena Gardens, a 6-acre urban park within Central Block 2 on the south side of Mission street. Another objective of the Plan called for the visual enhancement of St. Patrick's Church through the creation of a public plaza (now Jessie Square) and pedestrian access to Market Street (now Yerba Buena Lane). In 2003, a surface parking lot was transformed to create Jessie Square, the one-acre plaza fronted by two designated local landmarks, St. Patrick's Church (on the west) and the Jessie Street Substation (now the Contemporary Jewish Museum on the north). The construction of Jessie Square marked the completion of the Plan.

Central Blocks 1 and 2 of the Yerba Buena Center Redevelopment Plan comprise the core of the Plan, introducing a mid-block, park-like setting and relief from the urban environment. Informed by the scale of the church and the Jessie Street Substation, the plaza was conceived as a space that would be defined by the architectural dialogue between low-scale buildings and open space. To introduce a new element on the east side of the plaza, a 550 foot tower would result in an abrupt transition that is not compatible with the surrounding scale, architectural massing and overall composition of Jessie Square.

Importance of the Role of the Aronson Building as a Transitional Height Element

Historically, the intersection of Third and Mission Streets has been one of the most important intersections, with three of its four corners occupied by important early skyscrapers, the Aronson Building on the northwest corner, the Williams Buildings on the southeast corner, and the Gunst Building (now demolished) on the southwest corner. Located at the northwest corner of Third and Mission Streets, the Aronson Building still plays an important role at this critical intersection and in terms of transition in scale between the east and west sides of Third Street.

West of Third Street, the scale is generally lower than on the east. The Aronson Building serves to demarcate the contrasting character between the east and west sides of Third Street.

At the far western edge of the New Montgomery-Mission-Second Street Conservation District, the Aronson Building functions as the western anchor of the conservation district, serves as a transitional element to the lower scale buildings around the open space of Jessie Square.

Reversibility of Proposed Alterations to the Aronson Building

The result of the overall project would be a rehabilitated historic building tied to a new tower structurally, programmatically and visually. The *Major Permit to Alter Case Report* includes an analysis of the proposed project for consistency with *The Secretary of the Interior's Standards for the Treatment of Historic Properties for Rehabilitation*. Standard 10 deals with the concept of reversibility of additions. It states:

> New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment will not be impaired.

The Planning Department analysis for Standard 10 with regard to the proposed project reads:

> The proposed additions and alternations will not remove significant historic fabric, and have been designed to be unobtrusive to the architectural character of the building and district in conformance with Secretary's Standards. While unlikely, if removed in the future, the proposed alterations at the roof, the primary and secondary facades, including the new adjacent tower, will not have an impact on the physical integrity or significance of the Aronson Building or the district in conformance with Standard 10 of the Secretary's Standards.

It is true that the likelihood of a 47-story, luxury high-rise tower addition to a 10-story being removed in the future is low. It is not true that such removal would not have an impact on the physical integrity of the Aronson Building. As previously described, the proposed tower would connect to all floors of the Aronson Building with new openings along the west façade for circulation between the two structures as well as seismic, structural, mechanical, electrical and plumbing improvements. The historic Aronson Building and the proposed tower will be integrated physically and tied together programmatically and structurally.

In light of the scale of the proposed alterations, interventions and connections, a removal scenario that does not impair the historic property would not be possible. With regard to the tower addition, the proposed project does not, in my opinion, meet Standard 10 of *The Secretary of the Interior's Standards for Rehabilitation*.

Methodology
Documents reviewed for the preparation of this memorandum include:

- *Executive Summary for Section 309 Determination of Compliance, Zoning Map Amendment, Planning Code Text Amendment, General Plan Referral, Section 295 Shadow Analysis* prepared by the San Francisco Planning Department dated 28 March 2013.
- *Major Permit to Alter Case Report* prepared by the San Francisco Planning Department dated 24 October 2012 and attachments including:
    - *The Aronson Building Historic Structure Report* by Page & Turnbull dated 2 December 2010.
    - *Memorandum Regarding Seismic Upgrade Approaches for the 706 Mission Street Project* by Page & Turnbull dated 22 February 2013.
- *Draft Environmental Impact Report (DEIR) for the proposed 706 Mission Street – The Mexican Museum and Residential Tower Project* (2008.1084E).
- *Report on the Redevelopment Plan for the Yerba Buena Center Approved Redevelopment Area D-1* by the San Francisco Redevelopment Agency approved 1 February 1966.
- *Yerba Buena Center Redevelopment Plan* prepared by the San Francisco Redevelopment Agency amended by Ordinance No. 256-09 dated 8 December 2009.
- Kay D. Weeks and Anne E. Grimmer, *The Secretary of the Interior's Standards for Rehabilitation and Illustrated Guidelines for Rehabilitating Historic Buildings, New Additions*. Department of the Interior, National Park Service, Technical Preservation Services, 1995.
- Kay D. Weeks and Anne E. Grimmer, *The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings*. Department of the Interior, National Park Service, 1995.

Professional Qualifications
Since 2000 I have practiced in San Francisco as an Architectural Historian and Preservation Planner. As such, I regularly use the National Register criteria of evaluation for historic buildings. In the course of my work, I utilize local, state, and national preservation regulations and regularly prepare historic significance assessments for environmental review documents, including projects in the City of San Francisco. I meet the *Secretary of the Interior's Historic Preservation Professional Qualifications Standards* in History, Historic Preservation Planning, and Architectural History, and have a master's degree in Historic Preservation from the Graduate School of Architecture, Planning and Preservation at Columbia University. (See attached CV.)

Conclusion

Because of a portion of the footprint of the new tower would occupy the present site of the two existing non-historic 1978 additions, it falls within the New Montgomery-Mission-Second Conservation District. The provisions of Article 11 are applicable to this project.

The proposed tower at 706 Mission Street, an alteration to the historic Aronson Building has been designed to be completely different in architectural expression, character, height, and massing from the historic building. With regard to the compatibility between the proposed tower and the historic building, and with regard to the hypothesis that the tower would be removable in the future, the proposed project does not, in my opinion, meet Standards 9 or 10 of *The Secretary of the Interior's Standards for Rehabilitation*.

Because of the significance of the two historical resources, the Aronson Building and the New Montgomery-Mission-Second Street Conservation District, and the material impairment caused by the proposed alterations, the proposed project would, in my opinion, result in a substantial adverse change.

Sincerely,

Katherine T. Petrin

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EDUCATION

Master of Science, Historic Preservation of Architecture, Columbia University, New York
Bachelor of Arts, Humanities, University of California, Berkeley

PROFESSIONAL EXPERIENCE

Sole Practitioner, Architectural Historian and Preservation Planner, April 2013 - present

Architectural Resources Group, Inc., San Francisco, CA
Architectural Historian and Preservation Planner, May 2000 - March 2013

HOK International, London, UK
Architectural Historian and Conservation Research, 1997 - 1999

Fundacíon Casa Ducal de Medinaceli, Seville, Spain
Documentation of Conservation Projects, 1992-1994

PROFESSIONAL QUALIFICATIONS

Meets the *Secretary of the Interior's Professional Qualifications Standards* in History, Historic Preservation Planning and Architectural History

SELECTED PROJECT EXPERIENCE (completed at Architectural Resources Group)

- Santa Barbara County Courthouse, Historic Structure Report, Santa Barbara, CA
- Ansel Adams Gallery, Historic Structures Report, Yosemite National Park, CA
- Ansel Adams Gallery, Cultural Landscape Report, Yosemite National Park, CA
- The Ahwahnee, Historic Structures Report, Yosemite National Park, CA
- The Ahwahnee, Historic Furnishings Report, Yosemite National Park, CA
- Thurston Lava Tube, Cultural Landscape Report, Hawai'i Volcanoes National Park, Hawai'i, HI
- Bayview Opera House, National Register Nomination, San Francisco, CA
- Furnace Creek Visitor Center HABS Documentation, Death Valley National Park, CA
- Fort Mason Center, Cultural Landscape Report Part II, San Francisco, CA
- The Old Mint, Historic Structure Report, San Francisco, CA
- Angel Island Immigration Station, Historic Structures Reports, San Francisco, CA
- Rosie the Riveter World War II Home Front National Historical Park, National Register Nominations for Associated Buildings, Richmond, CA
- Headlands Center for the Arts, Historic Structure Report, Marin County, CA
- City of Palm Springs, Historic Resources Survey, Palm Springs, CA
- University of Arizona, Preservation Master Plan, Tucson, AZ
- Village of Tomales, Design Guidelines, Tomales, CA
- Locke Boarding House, Historic Structure Report, Locke, CA
- Hawai'i Volcanoes National Park, Crater Rim Drive Historic Road Inventory, Hawai'i, HI
- Sacramento Railyards Central Shops, Conceptual Rehabilitation Design, Sacramento, CA
- Evaluation of Adobes at La Quinta Resort, La Quinta, CA
- Santa Barbara Airport Terminal, Historic Structure Report, Santa Barbara, CA
- Neitzel Farm Historic Property Treatment Plan and Section 106 Review, Fairfield, CA
- Municipal Services Building, Historic Structure Report, City of Glendale, Glendale, CA
- Grand Canyon National Park, Historic Structures Reports for five buildings, Grand Canyon National Park, AZ

RELATED PROFESSIONAL ACTIVITIES

Board Memberships

San Francisco Neighborhood Theater Foundation, Vice President, Board Member, 2004-present
Save New Mission Theater, Founding Member, San Francisco, 2001-present
Northeast San Francisco Conservancy, Board of Directors, 2005-present
Preservation Action, Member Board of Directors, Washington, DC, 2000-2006

Active Affiliations and Memberships

California Preservation Foundation
Friends of Terra Cotta
International Council on Monuments and Sites, US National Committee (US / ICOMOS)
Los Angeles Conservancy
Mechanics' Institute
National Trust for Historic Preservation
Preservation Action
San Francisco Architectural Heritage
Society of Architectural Historians, Northern California Chapter
Telegraph Hill Dwellers
Vernacular Architecture Forum
Western Neighborhoods Project

Selected Lectures, Conferences and Publications

Speaker, "Addressing Threats at Historic Seaports" at the National Preservation Conference, Spokane, WA, November 2012.

Co-organizer, "The Architecture of Julia Morgan and Sacred Spaces" a panel discussion organized by San Francisco Zen Center for the statewide celebration, Julia Morgan 2012, October 2012.

Invited Participant, SPUR/SF Architectural Heritage Historic Preservation Task Force, 2011-present.

Contributing Author, "Palaces for the People: Architecture and the Cinematic Experience" in *Left in the Dark: Portraits of San Francisco Movie Theatres*. Charta, 2010.

Moderator, "Cinema Across Media: The 1920s," at the First International Berkeley Conference on Silent Cinema, UC Berkeley, February 2011.

Speaker and Co-Author. "Glitz and Glam: Theatrics in the Historical Finishes of Timothy L. Pflueger," Third International Architectural Paint Research in Building Conservation Conference, New York, NY, 2008.

Steering Committee, 10th Annual International Symposium, International Council on Monuments and Sites, US National Committee (US/ICOMOS), San Francisco, CA, April 2007.

Speaker, "Preserving Motion Picture Palaces," Program of the National Trust for Historic Preservation and Museum of Modern Art, San Francisco, CA, February 2006.

Speaker, National Trust Conference Session on Modern Historic Resources, Portland, OR, October 2005.

Speaker, Palm Springs Desert Museum, "Building a Desert Oasis: Palm Springs Historic Resources Survey, Palm Springs, CA, May 2004.

Author, Local Landmark Legislation for the New Mission Theater, 2003.

Participant, TERRA Conference on Conservation of Earthen Architecture, Yazd, Iran (2003), and Bamako, Mali (2008).

Awards
California Preservation Foundation, Preservation Design Award for *Fort Mason Center Cultural Landscape Report*, 2010.

EXHIBIT 2

SAN FRANCISCO
PLANNING DEPARTMENT

Permit to Alter Case Report

HEARING DATE: APRIL 3, 2013

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Filing Date:	October 24, 2012
Case No.:	**2008.1084H**
Project Address:	**706 Mission Street**
Conservation District:	New Montgomery-Mission-Second Conservation District
Category:	Category I (Significant) – Aronson Building
Zoning:	C-3-R (Downtown Retail) 400-I Height and Bulk District
Block/Lot:	3706/093
Applicant:	Margo Bradish Cox Castle & Nicholson LLP 555 California Street, 10th Floor San Francisco, CA 94104
Staff Contact	Lily Yegazu - (415) 575-9076 lily.yegazu@sfgov.org
Reviewed By	Tim Frye - (415) 557-6822 tim.frye@sfgov.org

PROPERTY DESCRIPTION

The project site is located at 706 Mission Street in Assessor's Block 3706, Lot 093 at the intersection of Market and Third Streets. Historically known as the Aronson Building, the subject property is a Category I (Significant) Building located within the New Montgomery-Mission-Second Conservation (NMMS) District and the C-3-R (Downtown Retail) Zoning District with a 400-I Height and Bulk limit.

The Aronson Building was constructed in 1903 based on design by the architectural firm of Hemenway & Miller. The existing building is a ten-story, steel-frame, commercial building with a flat roof and is rectangular in plan. A 1978 addition extends along the west side of the building that is slightly taller than the original structure. A second, smaller addition, also constructed in 1978 is attached to the north façade. Both additions are constructed of cast-in-place reinforced concrete and are clad in yellow face brick.

The primary facades along Mission and Third Streets are five and four bays wide, respectively, have a base, shaft, and capital composition, with matching decorative details. The base consists of storefront bays delineated by pointed cast iron pilasters that have been infilled with non-historic buff-colored brick and contemporary storefronts. Historic entrances were located at the north end of Third Street façade and west end of Mission Street façade. At Mission Street, the infilled former entrance is framed by a pair of Colusa sandstone Ionic pilasters that support a projecting architrave that extends along entirety of both primary facades. The pilasters on the Third Street facade are missing their capitals. The second floor is

clad with Colusa sandstone with bays delineated by cast iron pilasters. Each bay contains three windows separated by cast iron mullions capped by a scrolled bracket. The third floor is clad in buff-colored terra cotta rusticated to resemble stone masonry. Each bay contains a pair of recessed windows divided by a masonry pilaster capped by a composite capital.

PROJECT DESCRIPTION

The proposed Major Permit to Alter is for an interior and exterior rehabilitation as well as seismic upgrade of the Aronson Building. As part of the project the two existing non-historic 1978 additions will be removed and the Aronson Building will be integrated as part of a new 47-story, 550'-tall tower with up to 215 residential units and a portion of the Mexican Museum. The new tower will be adjacent to and physically connected to the existing Aronson Building. As part of the proposed project, the Aronson Building will be restored and rehabilitated for possible residential or commercial, as well as retail and cultural use with a one-story rooftop solarium addition and roof garden/outdoor terrace. The proposed project is fully described in the conceptual plans and Architectural Design Intent Statement prepared by Handel Architects establishing the design intent and parameters for the new development and for the treatment of the historic Aronson Building based on recommendations included in the Historic Structure Report (HSR) prepared by Page & Turnbull (Exhibit J). The scope of work subject to this Major Permit to Alter includes the following:

<u>East (Third St) and south (Mission St) facades</u>

- The brick infill at the ground levels of the Third and Mission Street elevations are proposed to be removed. Any extant historic entry materials on the westernmost edge of the Mission Street elevation are exposed during removal of the brick infill, the materials are proposed to be retained, cleaned and protected. However, if no historic entryway materials exist, a new contemporary arched opening is proposed to be constructed in this location.
- The non-historic fire escapes and landings on the primary facades (Third and Mission Streets) will be removed and the cornice and any historic fabric will be repaired as required.
- Character-defining features of the Aronson Building that are deteriorated, such as the terra cotta, brick, Colusa sandstone, and cast ironwork will be rehabilitated and repaired. Features that are missing or deteriorated beyond repair will be replaced in kind or are proposed to be replaced with substitute materials.
- A new storefront system is proposed to be installation along the two primary facades (Third and Mission Streets).
- A new bronze portal surround is proposed to be integrated with the existing bronze door frame of the main entry way along the Third Street facade. The portal will match the storefronts in finish and will be setback from the historic pilasters and entablature. New glass double doors are also proposed at this location within the existing opening.
- A new canopy, 8' 6" high above the sidewalk grade, is proposed at the historic entryway along the Third Street façade. The proposed canopy will be approximately 7' 6" in width to fit in within the existing opening while still being setback from the historic pilasters on either side. The canopy will project approximately 4' from the face of the building and will be contemporary in design with a simple detail.
- The non-historic windows on the upper floors of the Third and Mission Street facades are proposed

to be replaced with new operable aluminum windows that will have similar proportions to the stiles and rails of the historic windows and will fit within existing openings.

West Facade

- The non-historic 10-story 1978 brick addition which currently obscures the historic west façade will be removed to make way for the proposed tower. The new tower will abut and connect to the west façade of the Aronson Building with new openings proposed along the west façade for circulation between the two structures as well as seismic, structural, mechanical, electrical and plumbing improvements. Existing openings in the original west wall will be reused, where feasible. The new tower will be setback approximately 6′ from the Aronson Building's Mission Street façade to expose the historic brick on the west façade of the Aronson Building. The exposed brick will be cleaned, repointed as required and existing cracks will be repaired. The exterior finish of the new tower where it abuts the Aronson Building will comprise of transparent curtain-wall system to differentiate it from the Aronson Building.

North Façade

- The non-historic 3-story 1978 brick addition including existing windows, doors and grilles along the north façade will be removed. Openings within the party wall will be patched utilizing salvaged brick removed for new openings proposed along the same facade.
- The existing brick along the north wall will be inspected, repaired, cleaned, and repointed as required. Damaged or missing bricks will be replaced with salvaged brick removed for the proposed window openings.
- New simple punched openings within the existing brick party wall will be introduced to accommodate new metal framed windows with approximately 70% of the existing wall area retained. Each window will be approximately 45 square feet in size (5′ x 9′) and will be setback approximately 14′ 5″ from the Third Street façade at floors 4 through 10, and approximately 27′ at floors 1 through 3.
- New metal framed transparent storefront openings will also be introduced at the ground floor, similar in material, divisions, frame profile and depth to the storefronts proposed on the Third and Mission Street facades. The new storefront openings will be approximately 250 square feet (12′ x 16′) each and in combination with the proposed upper floor windows, will cover approximately 30% of the north façade.
- A new metal canopy is also proposed immediately above the new storefronts on the north façade along with a recessed horizontal metal channel that will extend to and align with the cornice datum line of the Third Street façade.

Roof

- Selective removal of existing roofing material and structure as well as seismic upgrade and reinforcement as required is proposed for the existing roof.
- The roof of the Aronson Building will be rehabilitated to function as a residential amenity outdoor terrace/roof garden.
- The existing wood flagpole will be retained and rehabilitated.
- A new one-story, approximately 1,533 square feet (73′ x 21′) solarium structure, setback

approximately 23′ from the Third Street façade, 27′ from the Mission Street façade and 21′ from the north façade is also proposed on the roof of the Aronson Building. The roof of the solarium will include a private outdoor terrace that will be used by residents.

- New transparent glass perimeter railing/windscreens, approximately 3′ 6″ in height and setback approximately 1′ 6″ from the interior of the existing parapet wall is proposed along the Third and Mission Street facades. The railing/windscreen is proposed to extend along the north façade but will be approximately 10′ in height along this elevation to address wind issues.

OTHER ACTIONS REQUIRED

The proposed Major Permit to Alter will require Building Permit(s) for the proposed removal of the two non-historic 1978 additions as well as the fire escapes and landings, and the existing mechanical penthouse on the roof. In addition Building Permit(s) will be required for the proposed rehabilitation of the Aronson Building and the new addition features including new solarium on the roof, ground floor storefronts, and new window openings along the north façade.

In addition to the above-mentioned building permits, other parts of the proposed project not within the jurisdiction of this Commission, including the new tower, will require discretionary approvals that include but are not limited to the following:

- Actions by the Board of Supervisors: adoption of Zoning Map amendments, possible adoption of SUD, approval of Agreement of Purchase and Sale.
- Actions by the Planning Commission: recommendation of Zoning Map amendment, possible recommendation of adoption of an SUD, General Plan referral, approval of a Section 309 Determination of Compliance and Request for Exceptions, **a**pproval of Conditional Use Authorization (if required), approval of amendment of the quantitative shadow standard for Union Square.
- Actions by the Recreation and Park Commission: approval of amendment of the quantitative shadow standard for Union Square and recommendation to the Planning Commission
- Actions by the Successor Agency to the Redevelopment Agency, and the Oversight Board of the Successor Agency: approval of the Agreement of Purchase and Sale for the Mexican Museum parcel, approval of parking structure bond purchase/defeasance documents.
- Actions by the Planning Department: approval of the site permit, approval of the Vesting Tentative Map, approval of demolition, grading, and building permits.
- Actions by the Department of Public Works: Approval of the Vesting Tentative Map, approval of a street improvement permit and/or encroachment permit.
- Actions by the Department of Building Inspection: approval of the site permit, approval of demolition, grading, and building permits

PUBLIC/NEIGHBORHOOD INPUT

The Department has received no public input on the Major Permit to Alter Request as of the date of this report.

BACKGROUND

On February 2, 2011, the project sponsor presented an earlier version of the proposed Permit to Alter to the Architectural Review Committee (ARC) of the Historic Preservation Commission to seek ARC comments and recommendations regarding the compatibility of the proposed project with *Secretary's Standards*. The ARC provided comments and recommendations on the design, primarily concerning the proposed storefront system, new window openings on the north elevation, and the rooftop solarium. The project design has since been modified by the Project Sponsor in response to the ARC's comments. The ARC letter is included as Exhibit G in the packet.

On July 18, 2012, the Historic Preservation Commission held a public hearing and took public comment to assist the Commission in its preparation of any comments of the Commission on the Draft Environmental Impact Report (DEIR) for the proposed 706 Mission Street – The Mexican Museum and Residential Tower Project (2008.1084E). After discussion, the Commission determined that the DEIR presented sufficiently addressed and responded to the comments made previously by the ARC and that the write-up regarding the treatment to the building was adequate.

COMPLIANCE WITH THE PLANNING CODE PROVISIONS

The proposed Major Permit to Alter is in compliance with all other provisions of the Planning Code.

APPLICABLE PRESERVATION STANDARDS

ARTICLE 11

Pursuant to Section 1110 of the Planning Code, unless delegated to Planning Department Preservation staff through the Minor Permit to Alter process pursuant to Section 1111.1 of the Planning Code, the Historic Preservation Commission is required to review any applications for the construction, alteration, removal, or demolition for Significant buildings, Contributory buildings, or any building within a Conservation District. In evaluating a request for a Permit to Alter, the Historic Preservation Commission must find that the proposed work is in compliance with the *Secretary of the Interior's Standards for the Treatment of Historic Properties*, Section 1111.6 of the Planning Code, as well as the designating Ordinance and any applicable guidelines, local interpretations, bulletins, related appendices, or other policies. These standards, in relevant part(s), are listed below:

a) The proposed alteration shall be consistent with and appropriate for the effectuation of the purposes of this Article 11.

   The proposed project is consistent with Article 11.

b) For Significant Buildings - Categories I and II, and for Contributory Buildings - Categories III and IV, proposed alterations of structural elements and exterior features shall be consistent with the architectural character of the building, and shall comply with the following specific requirements:

   (1) The distinguishing original qualities or character of the building may not be damaged or destroyed. Any distinctive architectural feature which affects the overall appearance of the building shall not be removed or altered unless it is the only feasible means to protect the

public safety.

Based on Staff analysis, the project will rehabilitate all of the primary character-defining features of the Aronson Building, including majority of the structural system, building massing, scale and proportions; and all historic materials on both primary (Third and Mission Streets) facades.

(2) The integrity of distinctive stylistic features or examples of skilled craftsmanship that characterize a building shall be preserved.

The proposed project will retain and restore all distinctive materials, features, and finishes as well as construction techniques and examples of craftsmanship that characterize the building. As conditioned, the project will rehabilitate all of the character-defining features of the Aronson Building, such as the wall cladding in buff-colored glazed brick, the terra cotta and sandstone ornament, including sandstone entablatures and piers, brick pilasters, capitals, frizzes, spandrel panels and window sills, cast iron pilasters between ground-floor storefronts, galvanized sheet metal cornice with paired scrolled brackets and block modillions historic entrance locations on Third and Mission Street facades, as well as the wood flagpole on the roof .

(3) Distinctive architectural features which are to be retained pursuant to Paragraph (1) but which are deteriorated shall be repaired rather than replaced, whenever possible. In the event replacement is necessary, the new material shall match the material being replaced in composition, design, color, texture and other visual qualities. Repair or replacement of missing architectural features shall be based on accurate duplication of features, substantiated by historic, physical or photographic evidence, if available, rather than on conjectural designs or the availability of different architectural elements from other buildings or structures. Replacement of non-visible structural elements need not match or duplicate the material being replaced.

Any deteriorated historic features and materials will be repaired rather than replaced wherever feasible. If replacement of a deteriorated element is required, or if the element is missing, it will be replaced in kind, or if the material is no longer available, it will be replaced using an acceptable substitute material that matches the profile and configuration of the original based on physical or photographic documentation. As conditioned, a mock-up of any substitute material proposed will be reviewed and approved by Department Preservation Staff prior to fabrication and prior to the approval architectural addendum.

(4) Contemporary design of alterations is permitted, provided that such alterations do not destroy significant exterior material and that such design is compatible with the size, scale, color, material, and character of the building and its surroundings.

The proposed storefronts on the primary and secondary elevations will be compatible with the adjoining historic fabric and the original design of the building in terms of materials, proportions, profiles, and configuration based on historic photographs of the Aronson Building. New windows on the north elevation will be clearly differentiated by utilizing a contemporary detailing including simple punched windows while being compatible with the character of the building in size, fenestration pattern and organization. The canopies on the Third Street façade and the north façade will also be contemporary in design with simple details to be easily distinguished from the historic fabric of the building yet be compatible with the existing building.

(5) In the case of Significant Buildings - Category I, any additions to height of the building (including addition of mechanical equipment) shall be limited to one-story above the height of the existing roof, shall be compatible with the scale and character of the building, and shall in no event cover more than 75 percent of the roof area.

The proposed rooftop solarium will be one-story above the existing roof, will cover less than 75 percent (approximately 17.5%) of the roof area and will use materials and design that is compatible with the scale and character of the building including glazing similar to that on the Third and Mission Street facades in terms of material, divisions, frame profile and depth. In addition, given the one-story height and the 23' setback from the Third Street façade and 27' setback from the Mission Street façade, the new rooftop addition will be minimally visible from the public right-of-way. Furthermore, as conditioned, the proposed 10' high glass guardrail/windscreen along the north façade will be setback a minimum of 5' to minimize its view from the public right-of-way (across Third Street).

THE SECRETARY OF THE INTERIOR'S STANDARDS

The proposed Major Permit to Alter must be undertaken in a manner consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Properties. The proposed Major Permit to Alter includes rehabilitation as the primary treatment associated with the Aronson Building portion of the project. The Secretary of the Interior's Standards define rehabilitation as, "*The act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values*". The Rehabilitation Standards provide, in relevant part(s):

Standard 1: A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

The *project will retain commercial uses, or introduce new uses that will be compatible with the building. With the exception of the building structural system and window frames at upper floors, there are no character-defining features on the interior. The window frames and the structural system will be retained and the new interior layout and features, including partition walls, stairs and other major building elements will be designed in a manner that will not obscure the fenestration of the rehabilitated Third and Mission Street facades. Therefore, the proposed alteration of the interior to accommodate the new use will not impact historic fabric or features that characterize the building.*

Standard 2: The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

The existing Aronson Building will be maintained and protected prior to and during construction to prevent deterioration and/or damage, and ensure preservation of historic fabric. In addition, the proposed exterior alterations to the building such as the new windows, storefront systems, and canopy on the north elevation occur on secondary elevations. Furthermore, the proposed one-story solarium addition on the rooftop will be substantially setback from the edges of the building (23'

from the Third Street façade, 27′ from the Mission Street façade and 21′ from the north façade) and will be minimally visible from the street. The proposed glass rail/windscreen along the primary facades will not be visible from the streets given its 3′ 6″ height and 1′ 6″ setback from the parapet wall. As conditioned, the 10′ high portion of the glass railing/windscreen along the north façade will be setback at least 5′ from the parapet wall, ensuring minimal visibility from across Third Street. The proposed new tower construction will also be located on a tertiary, previously altered elevation and will not result in the loss of any historic materials or features.

Standard 3: Each property will be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

The introduction of new storefronts and windows on the primary elevations are based on photographic documentation on the primary elevations is compatible with the adjoining historic fabric and are consistent with the original design of the building in terms of proportions, profiles and configurations. The new punched windows on the north elevation will be clearly differentiated but compatible with the character of the Aronson Building. As conditioned, the replacement windows on the primary facades will be wood framed single light windows and as such will be compatible with the existing building as they are based on physical and photographic documentation.

Standard 4: Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

There are no identified changes to the Aronson Building that have acquired historic significance in their own right. Other existing incompatible and non-historic 1978 additions on the north and west elevations, and storefront infill will be removed as part of the proposed rehabilitation.

Standard 5: Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.

The proposed project will retain and restore all distinctive materials, features, and finishes as well as construction techniques and examples of craftsmanship. Specifically the proposed project will rehabilitate all of the character-defining features of the Aronson Building, such as the exterior cladding in buff-colored glazed brick, the terra cotta and sandstone ornament, including sandstone entablatures and piers, brick pilasters, capitals, frieze, spandrel panels and window sills, cast iron pilasters between ground-floor storefronts, galvanized sheet metal cornice with paired scrolled brackets and block modillions historic entrance locations on Third and Mission Street facades, as well as the wood flagpole on the roof . The original building entrance including the bronze door frame and arched transom frame at the Third Street entrance will be retained, cleaned and rehabilitated. As part of the proposed project, , any extant material associated with the Mission Street historic entryway exposed during demolition will be retained, cleaned and rehabilitated. As conditioned, Department Preservation Staff will review and approve the final design, including materials and details for a new compatible contemporary arched opening that will be built at the original location with new metal portal surround, side lights and new glass entry double doors,

matching those proposed for the Third Street façade, if no historic entryway is found after demolition.

Standard 6: Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

The proposed project will retain and restore all distinctive materials, features, and finishes, as well as construction techniques and examples of craftsmanship that characterize the building. The project also proposes to replace elements deteriorated beyond repair or missing elements in kind. If the material is no longer available, it will be replaced using a substitute material that matches the profile and configuration of the original based on physical or photographic documentation and following the practice outlined in Preservation Brief 16 - Use of Substitute Materials on Historic Building Exteriors. As conditioned, site mock-up of any substitute material used will be reviewed and approved by Department Preservation Staff prior to fabrication and prior to the approval of architectural addendum.

Standard 7: Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

The project will comply with Rehabilitation Standard 7, in such that the project will adhere to the recommendations in the HSR and as conditioned, will following the masonry cleaning practice outlined in Preservation Brief 1 – Cleaning and Water-Repellent Treatments for Historic Masonry Buildings, which include but are not limited to, exercising extreme care in the cleaning of brick and conducting mock-ups to ensure no damage will occur as a result of cleaning; cleaning of terra cotta proceed with the gentlest means, which may require several mock-ups prior to selection of the proper techniques and that the treatment approaches for the various historic materials be determined by a qualified preservation architect.

Standard 8: Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

Mitigation measures are identified in the EIR and incorporated in the Mitigation Monitoring and Reporting Program, which require archaeological monitoring during construction of the adjacent tower to ensure that the project will not result in a significant impact to archaeological resources.

Standard 9: New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

The proposed additions, exterior alterations and related new construction will not destroy historic

materials, features and spatial relationship that characterize the Aronson Building in that most of the new additions are proposed on secondary facades. The one-story solarium will be added on the rooftop and will be substantially setback form the primary facades of the Aronson Building (23' from the Third Street façade, 27' from the Mission Street façade and 21' from the north façade) minimizing the perceived mass and visibility of the addition from the public right-of-way. The canopy, new storefront system and new window openings along the north façade are also additions located on secondary elevations and are designed in a manner to be compatible with and not destroy historic materials, features, and spatial relationships that characterize the Aronson Building. In addition, the proposed tower construction will be located on the previously altered west elevation that has no ornamental detail or historic fenestration. The new storefronts on the primary facades will be designed to closely match the historic storefronts in proportion, profiles and configuration based on physical and photographic evidence. As conditioned, the replacement windows on upper floors of the primary facades will consist of wood window frames with profiles, configuration, color and operation that will closely match the historic windows based on physical and photographic evidence to ensure compatibility with the character of the Aronson Building.

All new work will be clearly differentiated from the old yet be compatible with the historic materials, features, size, proportion, and massing. Specifically the proposed storefronts, new canopies, new windows on the north façade, solarium on the roof top will be clearly differentiated through the use of contemporary detailing and materials. In addition,, the tower will be differentiated in its modern, contemporary design vocabulary.

Standard 10: New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment will not be impaired.

The proposed additions and alternations will not remove significant historic fabric, and have been designed to be unobtrusive to the architectural character of the building and district in conformance with Secretary's Standards. While unlikely, if removed in the future, the proposed alterations at the roof, the primary and secondary facades, including the new adjacent tower, will not have an impact on the physical integrity or significance of the Aronson Building or the district in conformance with Standard 10 of the Secretary's Standards.

STAFF ANAYLSIS

Based on the requirements of Article 11 and the Secretary of the Interior's Standards, the Department has determined the following:

Storefront: The ground floor of the Aronson Building on both the Mission and Third Street facades has been modified with the addition of brick infill. The Sponsor proposes to remove the existing non-historic brick infill and replace with a new glass storefront system to open up the ground floor and rehabilitate the exterior of the ground floor based on historic photographic evidence. The new storefront framing will extend to the perimeters of the opening between the existing pilasters and cornice and will have a prominent horizontal transom division corresponding with the original storefront configuration and minor vertical divisions to align with existing window openings on the upper floors. In addition, the storefronts will have a base that aligns with the existing pilaster bases. The new storefront system will

comprise of aluminum framing and clear glass. In response to the ARC comments, the new storefront will have proportions and configurations similar to the original storefront depicted in historic photos, with the introduction of a larger transom panel. The existing pilasters between the bays will be retained and restored. Storefronts that had been previously removed at the corner of Mission and Third Streets to accommodate recessed entries into the tenant spaces will also be reintroduced as part of the rehabilitation project.

New aluminum framed transparent openings will be added at the ground level along the north façade. The new storefront framing will be similar to that on the Mission and Third Street facades in material, divisions, frame profile and depth. In response to the ARC comments/feedback, the proposed storefronts along the north façade will retain solid brick wall between the storefront bays allowing the storefronts to align with the revised window pattern on the upper levels.

As conditioned, the storefronts appear to reference the configuration and surrounds of the storefront system on the primary as well as secondary (north) façades, and are consistent with the historic character of the ground floor glazed storefronts of the Aronson Building. The Department believes that in concept the proposed storefront systems are compatible with the character-defining features of the subject building and meet the *Secretary's Standards*. The Department recommends the following conditions of approval as part of the proposed scope of work:

(1) Construction details of the proposed storefront and entrance doors that indicate all exterior profiles and dimensions shall be based on historic photograph documentation and shall and are subject to review and approval prior to the approval of the architectural addendum by the Department Preservation Staff.

(2) All storefront finishes shall have a non-metallic powder coated or painted finish. All color and finish samples for storefronts will be submitted to Department Preservation Staff for review and approval as part of the architectural addendum.

Entryway: The existing original entryway along the Third Street façade will be rehabilitated by retaining the existing entrance opening and ornament, including bronze door frame and arched transom frame. New glass entry doors will be installed in the existing bronze door frame. The original arched entryway along Mission Street will be reversed by retaining, cleaning and rehabilitating any extant historic entryway that may be exposed during demolition. However, if no historic entryway exists, a new compatible contemporary arched opening is proposed to be built at the original location with new metal portal surround, side lights and new glass entry double doors, matching those proposed for the Third Street façade.

(3) The final design incorporating any historic fabric if discovered and, including shop drawings for the new contemporary arched opening proposed at the Mission Street shall be based on photographic or physical evidence and shall be included in the architectural addendum for review and approval by Department Preservation Staff.

(4) All exterior materials and finish samples shall be reviewed and approved by Department Preservation Staff prior to fabrication and prior to the approval of site permit or architectural addendum.

Canopy: A new canopy with integrated signage and lighting is proposed above the existing Third Street entryway. The new canopy will be integrated into the existing entry systems and will be confined within the entry bay. The Department believes that the concept of locating a canopy aligned with the proposed transom line is appropriate in that it serves as a continuation of the horizontal element created by the transom line on the proposed storefront system and will identify and provide prominence to the existing entryway.

A new metal canopy is also proposed at the ground level of the north façade, intended to encourage pedestrian activity and connections to the ground floor program, along with the new storefront system proposed on this façade. The new metal canopy above the storefront will align with the recessed horizontal metal channel above the new storefronts. Furthermore, a new recessed horizontal metal channel above the new storefront will extend to the building edge to align with the Third Street façade cornice datum line.

The Department believes that the canopy finish should match the proposed for the storefront to ensure compatibility with the building. In addition, attachment details should be submitted to Department Preservation Staff for review and approval.

(5) Final design, including finish and materials to match proposed storefronts, and shop drawings for the attachment details of the canopies at the Third Street entry and north façade shall be reviewed and approved by Department Preservation Staff prior to fabrication and prior to the architectural addendum.

(6) Attachment details of the proposed canopies indicating that the canopies will be attached in a manner that will avoid damage to the historic fabric shall be submitted for review and approval by Department Preservation Staff prior to approval of the architectural addendum.

Signage: New signage and lighting integrated with the storefront canopy is proposed above the existing entrance along Third Street. The proposed signage and lighting integrated within the new canopy also appears to be appropriate by providing identification to one of the main entrances to the Aronson Building. However, at this time, the overall signage program for the Aronson Building ground floor tenant spaces has not been developed and submitted as part of this application packet. When such a sign program is developed, it will need to be reviewed by staff under a new (Minor) Permit to Alter utilizing the Department's Sign Guidelines. As such, as conditioned below, the proposed location of the canopy and sign appear to be compatible with the subject building.

(7) The sign program for the Aronson Building, including lighting proposed, shall be submitted for review and approval by staff under a new (Minor) Permit to Alter at a later date.

Existing Windows: The existing non-historic windows on the upper floors of the Third and Mission Street facades are proposed to be replaced with new operable aluminum windows. The replacement windows are proposed to closely match the exterior profiles and dimensions of the historic wood windows based on photographic documentation.

The Department believes that the installation of aluminum windows may be in conflict with #2 of Section 1111.6 of the Planning Code which stipulates, "The integrity of distinctive stylistic features or examples of skilled craftsmanship that characterize a building shall be preserved." The Department and the

Commission's policy has been that replacement windows closely match the historic (extant or not) windows in terms of configuration, material, and all exterior profiles and dimensions. The department believes that as documented by historic photographs, the historic wood windows are distinctive and that they are an example of the craftsmanship of the building from the period in which it was constructed. As such, the Department recommends that the replacement windows should be wood windows based on department policy and previous action by the Commission.

It should be noted, that the HPC has approved substitute window materials for a Category I building only once. The Commission approved replacement windows to be wood-clad aluminum windows instead of wood upon the Project Sponsor demonstrating certain extenuating circumstances. A Certificate of Appropriateness for 403-405 Taylor Street was approved in 2009 where the Commission found the replacement of all windows from the 2nd -floor and above with wood aluminum-clad windows to be acceptable because of the deterioration and the amount of water infiltration into the building associated with the existing historic windows. The Commission did not find that approving that project will set a precedent for other window replacement projects and is based solely on the conditions associated with the specific building.

(8) The replacement windows for the non-historic windows on the Third and Mission Street elevations shall be wood windows that closely match the configuration, material, and all exterior profiles and dimensions of the historic windows based on historic photographic evidence.

Exterior Repairs: The exterior of the building will be cleaned and repaired as part of the project. All cleaning and repair work will be undertaken using gentlest means possible and best preservation practices as fully described in the Historic Structures Report by Page & Turnbull. In addition, a condition of approval is included requiring a façade inspection be conducted on the building facades and plans indicating the extent of damage be submitted for review and approval by Department Preservation Staff prior to installation prior to commencement of repair work.

(9) Documentation indicating the results of a thorough façade inspection shall be submitted for review and approval by Department Preservation Staff. The façade inspection document shall clearly identify the extent of damage and the parts that will be repaired, replaced in kind or those that are damaged beyond repair, requiring replacement with substitute materials.

Colusa Sandstone: The Colusa sandstone on the façade is proposed to be retained and existing paint and any unsound materials will be removed. The existing substrate, anchorage, and reinforcing will be assessed and repaired as required. Units will be reinforced and patched, with materials replaced in kind or with compatible substitute materials where damage is beyond repair. A coating material is proposed for the Colusa sandstone to closely match the existing historic material.

(10) Cleaning of the Colusa sandstone shall be conducted consistent with the masonry cleaning practice outlined in Preservation Brief 1 – Cleaning and Water-Repellent Treatments for Historic Masonry Buildings. The coating or paint type, color, and layering on the Colusa sandstone shall be researched before attempting its removal. Analysis of the nature of any unsound materials or paint to be removed from the sandstone shall be submitted to Department Preservation Staff for review and approval. In addition, initial testing shall be done on a small obscure location on the façade. All existing coatings shall be removed from the sandstone by gentlest means possible. A

mock-up of proposed coating shall be conducted prior to selection of a product to ensure that coating shall not alter the natural finish, color or texture of the stone.

Terra Cotta: The historic terra cotta on the primary facades is proposed to be cleaned and any spalls identified will be reinforced and patched. Where damage is beyond repair it will be replaced in kind or with a substitute material as appropriate. Cracked units and substrates will be stabilized and repointed as needed.

(11) Cleaning of the terra cotta shall be conducted consistent with the masonry cleaning practice outlined in Preservation Brief 1 – Cleaning and Water-Repellent Treatments for Historic Masonry Buildings, which include but are not limited to, exercising extreme care in the cleaning of brick and conducting mock-ups to ensure no damage will occur as a result of cleaning. In addition, cleaning of the terra cotta shall proceed with the gentlest means, which may require several mock-ups prior to selection of the proper techniques as determined by a qualified preservation architect.

Architectural Cast Iron: Existing cast iron on the primary facades will be retained and failing or deteriorated paint will be removed. Missing cast iron elements, such as scroll capitals along the Third Street facade, is proposed to be replaced with an acceptable substitute material. Where damage is beyond repair, it is proposed to be replaced in kind or with a substitute material as appropriate.

(12) All proposed replacement of missing elements within the architectural features shall be in kind. Only in instances where entire features are missing (e.g. scroll capitals along Third Street) shall be replaced with substitute material after review and approval by Department Preservation Staff.

Exterior Paint: Exterior paint of the cast iron pilasters will be selected to either closely match the existing historic materials or will be complementary to the existing building facades.

(13) Prior to application of the exterior paint finish on the cast iron, a paint analysis shall be performed on representative samples after proper cleaning of the existing materials for review and approval by Department Preservation Staff.

Sheet Metal: The existing entablature with paired scrolled brackets, block modillions and architectural sheet metal cornice is proposed to be retained. Failing paint, rust and corrosion will be removed, and all elements will be repainted. As proposed, cornice openings where fire escape is removed will be repaired and the cornice at the southwest corner of the building where the west annex addition will be removed is proposed to be repaired in-kind or replaced with substitute materials to complete the original return at the roofline. However, the Department recommends that the cornice be repaired in-kind. The use of substitute material is not appropriate at this location due to potential material incompatibility that could result in galvanic corrosion, weathering differently than surrounding historic materials, and further damage to the historic fabric.

(14) Substitute materials shall not be used to repair the existing cornice or replace missing cornice details and instead shall be replaced in-kind.

Substitute Materials: Aside from the cornice repair, using substitute materials for features that are

missing or damaged beyond repair is acceptable and may be found to be in conformance with the *Secretary's Standards* provided that the work is done consistent with *Preservation Brief 16 - Use of Substitute Materials on Historic Building Exteriors* and the following conditions are met:

(15) A mock-up of any replacement material proposed shall be reviewed and approved by Department Preservation Staff prior to installation.

(16) Specifications and shop drawings for all replacement of the exterior materials on the Aronson Building shall be included in the architectural addendum for review and approval by Department Preservation Staff.

(17) The replacement material shall closely match the characteristics of the historic material. The shop drawings for any replacement material proposed shall be included in the architectural addendum and are subject to review and approval by Department Preservation Staff to ensure that the replacement features, if applicable, closely match all exterior profiles, dimensions, and detailing of the historic features as well as match the color, tone, and texture from a representative range of cleaned samples from the building

(18) Prior to the production of the building features proposed to be replaced with substitute materials and the approval of the architectural addendum, Department Preservation Staff shall review site mock-ups of the replacement materials, including a mock-up of all exterior finish.

New Window Openings: In addition to the proposed removal of the 1978 non-historic addition along the north façade, existing doors, windows and grilles will also be removed from the north elevation. Existing openings within the party wall will be patched utilizing brick salvaged from the new openings. The common red brick along the north wall will be inspected, repaired, cleaned, and repointed. New selective openings will be made within the north wall with approximately 70% of the existing wall area retained. In response to the ARC comments and feedback, the new openings above the ground level will be organized in a regular pattern and will be comprised of aluminum framed windows expressed as simple punched openings. The windows will be setback approximately 14' 5" from the northeast corner at floors 4 through 10, and approximately 27' at floors 1 through 3 to expose more of the existing brick finish.

The new windows will be compatible in size, fenestration pattern, and organization yet distinguishable from the original fabric of the Aronson Building through the use of contemporary detailing and materials. Staff believes the framing finish and material should match those proposed on the storefront along the Third and Mission Streets as well as the north façade to ensure consistency and compatibility. As such, the Department believes that as conditioned, the approach proposed by the Project Sponsor is in conformance with the *Secretary's Standards and Article 11.*

(19) The frames and finishes of the new windows proposed on the upper floors of the north façade shall match those proposed for the storefronts along the Third and Mission Street facades as well as the storefronts on the north façade.

Rooftop Addition: The existing non-historic structures on the roof will be demolished and the Aronson Building roof will be rehabilitated to function as a residential amenity outdoor terrace/roof garden for the adjacent new tower. A new structural roof diaphragm will provide a seismic upgrade and support required for the exterior cornice, parapet anchorage, landscaped roof terrace and new solarium. New 3' 6" high transparent glass perimeter railings/windscreens along the Third and Mission Street facades is

proposed and will be setback approximately 1' 6" from the existing parapet wall. The continuation of the railing/windscreen along the north (secondary) façade is proposed be 10' in height to address wind issues. The 10' high portion of the railing/windscreen along the north façade will be setback 5' from the parapet wall to ensure that it does not read as a full height addition at the face of the building and to minimize its view from across Third Street.

The new one-story solarium structure will be setback 23' from the Third Street façade, 27' from the Mission Street façade and 21' from the north facade The solarium will be comprised of glazing that matches the proposed storefronts on the Third and Mission Street facades in terms of material, divisions, frame profile and depth. In addition, in response to the ARC feedback, the exterior finish of the proposed solarium will comprise of masonry and metal material with colors complementary to the existing Aronson Building. The roof of the solarium will include both an area that is planted and a glass roof area. The roof will also include a small private outdoor terrace that will be used exclusively by the tower residents. Due to the 10-story height of the existing Aronson Building, and adjacent buildings, as well as the substantial setbacks provided, the new one-story solarium construction will be minimally visible from the public right-of-way. In conformance with the *Secretary's Standards,* the proposed vertical addition will be clearly differentiated but compatible with the scale and character of the building through setbacks, massing, and use of contemporary cladding materials.

(20) Final design, including details and finish material samples of the proposed solarium and glass railing/windscreen on the roof shall be reviewed and approved by Department Preservation Staff.

Adjacent Tower: After the demolition of the 1978 ten-story, non-historic addition along the west (secondary) façade, a new tower will be built adjacent to the Aronson Building. Unused openings within the party wall will be patched, utilizing salvaged brick that is removed for new openings. The existing common red brick along the west wall will be inspected, repaired, cleaned, repointed, and seismically upgraded as required. Salvaged bricks will be used in areas where brick needs to be replaced.

The new tower is designed to read as an entirely separate building, consistent with one of the key requirement for additions to historic resources in dense urban locations in *Preservation Brief 14: :New Exterior Additions to Historic Buildings: Preservation Concerns".* In addition, the new tower volume will be setback approximately 6' from the southwest corner to expose the existing red brick wall and allow the two buildings to be expressed independently. Furthermore, the proposed 6' setback will ensure that the existing cornice along the Mission Street façade will not be impacted by the adjacent tower construction and will allow the return of the cornice along the west wall. The existing tower volume will cantilever approximately 7' over the existing Aronson Building starting at the 12th floor and be setback approximately 15' from the south façade of the Aronson Building. As proposed, the cantilevered portion of the tower over the Aronson Building. Given the distance clear space provided between the roof floor level of the Aronson Building and the bottom of the cantilever portion of the new tower, the visual separation between the two structures is continued.

New exterior and interior connections between the tower and existing Aronson Building will be established for programmatic and structural requirements, while still maintaining a visual separation between the two buildings. As fully described in the attached memorandum (Exhibit J) prepared by Page & Turnbull dated February 14, 2013 (revised 2/22/13), the Aronson Building is proposed to be seismically

upgraded by either of the following two approaches:

- The Aronson building will be seismically independent and separated by a seismic joint with an air space in between the two buildings; or
- The Aronson Building will be laterally connected to the new tower at all floor and roof levels and allow the building to move together during a seismic event, a design in which the tower and Aronson Building will not be structurally isolated but will remain visibly independent of one another.

Based on the above-mentioned memo, both approaches will not result in any exterior visual impacts to the Aronson Building and no character-defining features of the Aronson Building will be removed with either seismic upgrade approaches. Furthermore, the seismic performance will be the same in both approaches and both approaches will result in an equal level of protection of the Aronson Building with neither approach increasing the likelihood of earthquake damage to the historic Aronson Building.

In addition, Mitigation Measure M-NO-2c: Vibration Monitoring and Management Plan, of the Mitigation Monitoring and Reporting Program for the 706 Mission Street – Mexican Museum Project Environmental Impact Report pertaining to the potential for direct physical damage to the Aronson Building resulting from vibration during construction of the proposed project tower will ensure the protection of the Aronson Building.

The proposed conceptual design of the project tower will be contemporary in architectural vocabulary and will not include overt historic references. This approach visually distinguishes the proposed tower from the existing Aronson Building, allowing the proposed tower to appear as a new building adjacent to the historic Aronson Building rather than as an addition to the Aronson Building.

The use of historically appropriate colors and in-kind materials for the restoration and rehabilitation of the Aronson Building will ensure that the project will not detrimentally change or alter significant character-defining features of the resource. The palette of finish colors and materials for the new construction are also compatible with, yet differentiated, from the features, materials, and design of the historic Aronson Building, and with the site's overall historic character. Furthermore, new storefronts and windows on the primary (Third and Mission Street) elevations will be compatible with the original design of the Aronson Building in terms of proportions, profiles and configuration.

ENVIRONMENTAL REVIEW STATUS

An Environmental Impact Report (EIR) and Mitigation Monitoring and Reporting Program (MMRP) have been prepared for the 706 Mission Street Project. The Final EIR was certified by the Planning Commission on March 21, 2013. A copy of the Final EIR was sent transmitted to the Historic Preservation Commission on March 7, 2013 and may be accessed online at http://sfmea.sfplanning.org/2008.1084E_RTC1.pdf. The Historic Preservation Commission must consider the EIR before acting on the proposed project and must adopt findings under the California Environmental Quality Act and adopt the MMRP as conditions of approval if it decides to approve the proposed Permit to Alter.

The EIR analysis identified potentially significant environmental impacts, including site-specific and cumulative effects of the project in accordance with the provisions set forth in the CEQA Guidelines. The

EIR identified potentially significant impacts in some areas. The EIR prepared for the project evaluated the proposed rehabilitation of the Aronson Building and also evaluated the compatibility of the proposed new construction on site.

Under CEQA, no mitigation measures are required for impacts that are less than significant. As more fully described in the Final EIR the proposed alterations to the Aronson Building under the proposed project will retain and preserve character-defining features of the Aronson Building. New alterations will be differentiated from, yet compatible with, the old. As such, the proposed project will conform to the Secretary's Standards and will therefore have less-than-significant impact on the Aronson Building historic resource under CEQA Guidelines 15064.5(b)(3).

Furthermore, as fully detailed in the EIR, the design of the proposed tower will not result in a substantial adverse change in the significant of the Aronson Building historical resource. As such, no mitigation measures are necessary to address historic resource impacts to the Aronson Building from the proposed tower portion of the project.

Mitigation Measure M-NO-2c: Vibration Monitoring and Management Plan, in the EIR address the potential for direct physical damage to the Aronson Building resulting from vibration during construction of the proposed project tower.

Mitigation measures have been adopted to reduce impacts to Cultural and Paleontological Resources, Noise, Air Quality, and Hazards and Hazardous Materials to a less than significant level. With the required mitigation measures, all potential project impacts, with the exception of identified significant impacts that cannot be avoided or reduced to a less-than-significant level as described below, will be avoided or reduced to a less-than-significant level.

The EIR identified that the proposed project's tower design would cause significant and unavoidable impacts related to Wind and Shadow. The Planning Commission certified the Final EIR for the project on March 21, 2013. All mitigation measures identified in the Final EIR are included in the Mitigation Monitoring and Reporting Program attached to the draft motion.

PLANNING DEPARTMENT RECOMMENDATION

Planning Department staff recommends ADOPTION of CEQA findings and the MMRP and APPROVAL WITH CONDITIONS of the proposed project as it appears to meet the provisions of Article 11 of the Planning Code regarding Major Alteration to a Category I (Significant) Building and the *Secretary of the Interior Standards for Rehabilitation* with the following conditions:

Storefront

(1) Construction details of the proposed storefront and entrance doors that indicate all exterior profiles and dimensions shall be based on historic photograph documentation and shall and are subject to review and approval prior to the approval of the architectural addendum by the Department Preservation Staff.

(2) All storefront finishes shall have a non-metallic powder coated or painted finish. All color and finish samples for storefronts will be submitted to Department Preservation Staff for review and approval as part of the architectural addendum.

Entryway

(3) The final design incorporating any historic fabric if discovered and, including shop drawings for the new contemporary arched opening proposed at the Mission Street shall be based on photographic or physical evidence and shall be included in the architectural addendum for review and approval by Department Preservation Staff.

(4) All exterior materials and finish samples shall be reviewed and approved by Department Preservation Staff prior to fabrication and prior to the approval of site permit or architectural addendum.

Canopy

(5) Final design, including finish and materials to match proposed storefronts, and shop drawings for the attachment details of the canopies at the Third Street entry and north façade shall be reviewed and approved by Department Preservation Staff prior to fabrication and prior to the architectural addendum.

(6) Attachment details of the proposed canopies indicating that the canopies will be attached in a manner that will avoid damage to the historic fabric shall be submitted for review and approval by Department Preservation Staff prior to approval of the architectural addendum.

Signage

(7) The sign program for the Aronson Building, including lighting proposed, shall be submitted for review and approval by staff under a new (Minor) Permit to Alter at a later date.

Existing Windows

(8) The replacement windows for the non-historic windows on the Third and Mission Street elevations shall be wood windows that closely match the configuration, material, and all exterior profiles and dimensions of the historic windows based on historic photographic evidence.

Exterior Repairs

(9) Documentation indicating the results of a thorough façade inspection shall be submitted for review and approval by Department Preservation Staff. The façade inspection document shall clearly identify the extent of damage and the parts that will be repaired, replaced in kind or those that are damaged beyond repair, requiring replacement with substitute materials.

<u>Colusa Sandstone</u>

(10) Cleaning of the Colusa sandstone shall be conducted consistent with the masonry cleaning practice outlined in Preservation Brief 1 – Cleaning and Water-Repellent Treatments for Historic Masonry Buildings. The coating or paint type, color, and layering on the Colusa sandstone shall be researched before attempting its removal. Analysis of the nature of any unsound materials or paint to be removed from the sandstone shall be submitted to Department Preservation Staff for review and approval. In addition, initial testing shall be done on a small obscure location on the façade. All existing coatings shall be removed from the sandstone by gentlest means possible. A mock-up of proposed coating shall be conducted prior to selection of a product to ensure that coating shall not alter the natural finish, color or texture of the stone.

Terra Cotta

(11) Cleaning of the terra cotta shall be conducted consistent with the masonry cleaning practice outlined in Preservation Brief 1 – Cleaning and Water-Repellent Treatments for Historic Masonry Buildings, which include but are not limited to, exercising extreme care in the cleaning of brick and conducting mock-ups to ensure no damage will occur as a result of cleaning. In addition, cleaning of the terra cotta shall proceed with the gentlest means, which may require several mock-ups prior to selection of the proper techniques as determined by a qualified preservation architect.

Architectural Cast Iron

(12) All proposed replacement of missing elements within the architectural features shall be in kind. Only in instances where entire features are missing (e.g. scroll capitals along Third Street) shall be replaced with substitute material after review and approval by Department Preservation Staff.

Exterior Paint

(13) Prior to application of the exterior paint finish on the cast iron, a paint analysis shall be performed on representative samples after proper cleaning of the existing materials for review and approval by Department Preservation Staff.

Sheet Metal

(14) Substitute materials shall not be used to repair the existing cornice or replace missing cornice details and instead shall be replaced in-kind.

Substitute Materials

(15) A mock-up of any replacement material proposed shall be reviewed and approved by Department Preservation Staff prior to installation.

(16) Specifications and shop drawings for all replacement of the exterior materials on the Aronson Building shall be included in the architectural addendum for review and approval by Department Preservation Staff.

(17) The replacement material shall closely match the characteristics of the historic material. The shop drawings for any replacement material proposed shall be included in the architectural addendum and are subject to review and approval by Department Preservation Staff to ensure that the replacement features, if applicable, closely match all exterior profiles, dimensions, and detailing of the historic features as well as match the color, tone, and texture from a representative range of cleaned samples from the building

(18) Prior to the production of the building features proposed to be replaced with substitute materials and the approval of the architectural addendum, Department Preservation Staff shall review site mock-ups of the replacement materials, including a mock-up of all exterior finish.

New Window Openings

(19) The frames and finishes of the new windows proposed on the upper floors of the north façade shall match those proposed for the storefronts along the Third and Mission Street facades as well as the storefronts on the north façade.

Rooftop Addition

(20) Final design, including details and finish material samples of the proposed solarium and glass railing/windscreen on the roof shall be reviewed and approved by Department Preservation Staff.

ATTACHMENTS

A. Draft Motion with attached CEQA Findings and Mitigation Monitoring and Reporting Program
B. Parcel Map
C. Sanborn Map
D. Aerial Photo
E. Zoning Map
F. Site Photos
G. Architectural Review Committee Letter
H. Major Permit to Alter Application and Plans
I. Historic Structure Report, prepared by Page & Turnbull (December 2010)
J. Memo from Page & Turnbull dated February 14, 2013 (revised 2/22/13)
K. Link to Final Environmental Impact Report http://www.sf-planning.org/index.aspx?page=1828

LY: G:\Documents\PTA\706 Mission St\2008.1084H - 706 Mission St.docx

EXHIBIT 3

KEARNY-MARKET-MASON-SUTTER CONSERVATION DISTRICT

APPENDIX F TO ARTICLE 11
NEW MONTGOMERY-MISSION-SECOND STREET CONSERVATION DISTRICT

SEC. 1. FINDINGS AND PURPOSES.

It is hereby found that the area known and described in this appendix as the New Montgomery-Mission-Second 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 New Montgomery-Mission-Second Street 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;

(c) Preservation of the scale and character of the District separate from the prevailing larger scale of the financial district and permitted scale in the new Special Development District.

(Added Ord. 414-85, App. 9/17/85; amended by Ord. 182-12, File No. 120665, App. 8/8/2012, Eff. 9/7/2012)

SEC. 2. DESIGNATION.

Pursuant to Section 1103.1 of Article 11 of the City Planning Code (Part II, Chapter XI of the San Francisco Municipal Code), the New Montgomery-Mission-Second Street area is hereby designated as a Conservation District.

(Added Ord. 414-85, App. 9/17/85; amended by Ord. 182-12, File No. 120665, App. 8/8/2012, Eff. 9/7/2012)

SEC. 3. LOCATION AND BOUNDARIES.

The location and boundaries of the New Montgomery-Mission-Second Street Conservation District shall be as designated on the New Montgomery-Second Street Conservation District Map, the original of which is on file with the Clerk of the Board of Supervisors under File 223-84-4, which Map is hereby incorporated herein as though fully set forth, and a facsimile of which is reproduced hereinbelow.

(Added Ord. 414-85, App. 9/17/85; amended by Ord. 182-12, File No. 120665, App. 8/8/2012, Eff. 9/7/2012)

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, nothing in this Appendix shall supersede, impair or modify any City Planning Code provisions applicable to property in the New Montgomery-Mission-Second Street 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; amended by Ord. 182-12, File No. 120665, App. 8/8/2012, Eff. 9/7/2012)

SEC. 5. JUSTIFICATION.

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

(a) **History of the District.** The core of the New Montgomery-Mission-Second Street Conservation District is a product of the post-1906 reconstruction of downtown San Francisco. Rebuilt between 1906 and 1933 this district represents a collection of masonry commercial loft buildings that exhibit a high level of historic architectural integrity and create a cohesive district of two-to-eight story masonry buildings of similar scale, massing, setback, materials, fenestration pattern, style, and architectural detailing.

This corridor forms one of the earliest attempts to extend the uses of the financial and retail districts to the South of Market area. Since Montgomery Street was the most important commercial street in the 1870's, New Montgomery Street was planned as a southern extension from Market Street to the Bay. Opposition from landowners south of Howard Street, however, prevented the street from reaching its original bayside destination. William Ralston, who was instrumental in the development of the new street, built the Grand Hotel and later the Palace Hotel at its Market Street intersection. A wall of large hotels on Market Street actually hindered the growth of New Montgomery Street and few retail stores and offices ventured south of Market Street. The unusually wide width of Market Street acted as a barrier between areas to the north and south for many years.

A small number of office buildings were built on New Montgomery Street as far south as Atom Alley (now Natoma Street) after the fire. Many buildings were completed in 1907, and most of the street assumed its present character by 1914.

At 74 New Montgomery Street, the Call newspaper established its first headquarters. A noteworthy addition to the streetscape was the Pacific Telephone and Telegraph Building. At the time of its completion in 1925, it was the largest building on the West Coast devoted to the exclusive use of one firm. Until the 1960's, the office district on New Montgomery Street was the furthest extension of the financial district into the South of Market area. More characteristic were warehouses and businesses which supported the nearby office district. For example, the Furniture Exchange at the northwest corner of New Montgomery and Howard Streets, completed in 1920, was oriented to other wholesale and showroom uses along Howard Street.

One block to the east, Second Street had a different history from New Montgomery Street. The future of Second Street as an extension of the downtown depended upon the southward extension of the street through the hill south of Howard Street. At one time there was even a proposal to extend Second Street north in order to connect with Montgomery Street. The decision to extend Montgomery Street south rather than Second Street north due to the high cost of the Second Street Cut, however, discouraged retail and office growth on the street. As a result, by the 1880's Second Street was established as a wholesaling rather than retail or office area. In the 1920's, Second Street contained a wide mixture of office support services. These included printers, binderies, a saddlery, a wholesale pharmaceutical outlet, and a variety of other retail stores and smaller offices. Industrial uses were commonly located on the alleyways such as Minna and Natoma and on Second Street, south of Howard Street.

Howard Street between 1st and 3rd Street became a popular and convenient extension for retail and wholesale dealers after 1906. As with Mission Street, the area still contains a number of smaller commercial loft structures that represent some of the best examples within the district, such as the Volker Building at 625 Howard Street, the Crellin Building at 583 Howard Street, and the Sharon Estate Building at 667 Howard Street.

The transformation of much of the area within the boundaries of the New Montgomery-Mission-Second Street Conservation District into a southerly extension of downtown was reflected in the large number of multi-story structures built along both Mission and Market streets. The intersection of 3rd and Mission evolved into the most important intersections in the survey area, bracketed on three corners by important early skyscrapers, including the rebuilt Aronson Building on the northwest corner, the Williams Buildings on the southeast corner, and the Gunst Building (demolished) on the southwest corner.

(b) **Basic Nature of the District.** New Montgomery Street is characterized by large buildings that often occupy an entire section of a block defined by streets and alleys or a major portion of these subblocks. The buildings are of a variety of heights, but the heights of most of the buildings range from five to eight stories. Second Street is characterized by smaller, less architecturally significant buildings, but, because of their continuous streetwall, they form a more coherent streetscape. Without some sort of protection for the less significant buildings, the quality of the district would be lost due to pressure from the expanding office core.

(c) **Architectural Character.** Most of the contributing buildings are designed in the American Commercial Style and feature facades divided into a tripartite arrangement consisting of a base, shaft, and capital. Although the scale and size of the structures on New Montgomery Street are somewhat monumental, the area remains attractive for pedestrians. There are a number of outstanding buildings concentrated on New Montgomery, such as the Palace Hotel, the Pacific Telephone and Telegraph Building tower, and the Sharon Building. Ornamentation of district contributors is most often Renaissance-Baroque with later examples of Spanish, Colonial, Gothic Revival Styles, and Art Deco. Examples of the styles range from the Gothic skyscraper massing and Art Deco detailing of the Pacific Telephone and Telegraph Building to the Renaissance Palazzo style of the Palace Hotel. The primary building materials are earthtone bricks, stone or terra cotta, with ornamental details executed in a variety of materials including terra cotta, metal, stucco and stone.

With the exceptions of corner buildings, Second Street, Mission and Howard Streets have a smaller, more intimate scale. While on New Montgomery Street, buildings typically occupy an entire subblock, on Second Street, three or four small buildings will occupy the same area. The buildings are generally mixed-use office and retail structures, two-to-seven stories in height, with Renaissance-influenced ornament.

The two streets are unified by several elements, including an architectural vocabulary which draws from similar historical sources, similar materials, scale, fenestration, color, stylistic origins, texture, and ornament.

(d) **Uniqueness and Location.** The District is located close to the central core of the financial district and is adjacent to an area projected for the future expansion. It is one of the few architecturally significant areas remaining largely intact in the South of Market area.

(e) **Visual and Functional Unity.** The District has a varied character ranging from the small and intimate on the alley

streets to a more monumental scale on New Montgomery. In spite of this wide range, the district forms a coherent entity due to the buildings' common architectural vocabulary and the rhythm of building masses created by the District's intersecting alleys.

(f) **Dynamic Continuity.** The District is an active part of the downtown area, and after some years of neglect is undergoing reinvestment, which is visible in the rehabilitation of the Pacific Telephone Building, and the repair and rehabilitation of other buildings in the District.

(g) **Benefits to the City and Its Residents.** The District is a microcosm of twentieth century commercial architecture, ranging from low-level speculative office blocks to the City's premier hotels and executive offices of the time. The District now houses a variety of uses from inexpensive restaurants and support commercial uses, such as printers, to executive offices. The area retains a comfortable human scale, which will become increasingly important as neighboring areas of the South of Market become more densely developed.

(Added Ord. 414-85, App. 9/17/85; amended by Ord. 182-12, File No. 120665, App. 8/8/2012, Eff. 9/7/2012)

SEC. 6. FEATURES.

The exterior architectural features of the New Montgomery-Mission-Second Street District are as follows:

(a) **Massing and Composition.** Almost without exception, the buildings in the New Montgomery-Mission-Second Conservation District are built to the front property line and occupy the entire site. Most buildings are either square or rectangular in plan, some with interior light courts to allow sunlight and air into the interiors of buildings. Nearly all cover their entire parcels, and their primary facades face the street. Building massings along New Montgomery and Second Streets have different directional orientations. For the most part, the large buildings on New Montgomery Street are horizontally oriented, since they are built on relatively large lots, often occupying an entire blockface. Their horizontal width often exceeds their height. The buildings on Second Street are built on much smaller lots, and hence have a vertical orientation. An exception on New Montgomery is the tower of the Pacific Telephone and Telegraph Building, whose soaring verticality is unique for that street.

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

Despite their differing orientation, almost all buildings share a two or three-part compositional arrangement. In addition, buildings are often divided into bays which establish a steady rhythm along the streets of the District. The rhythm is the result of fenestration, structural articulation or other detailing which breaks the facade into discrete segments. A common compositional device in the District is the emphasis placed upon either the end bays or the central bay.

(b) **Scale.** More than two-thirds of the contributing buildings are three-to-eight story brick or concrete commercial loft buildings constructed during the five years after the 1906 Earthquake and Fire. The scale of the District varies from the small buildings on Howard, Mission, Natoma, and Second Streets, such as the Phoenix Desk Company Building at 666 Mission Street, the Burdette Building at 90 Second Street, and the Emerison Flag Company Building at 161 Natoma Street; to medium-scaled structures on Mission and New Montgomery Streets, such as the Veronica Building at 647 Mission Street, and the Standard Building at 111 New Montgomery Street; to large-scale buildings on New Montgomery Street, such as the Pacific Telephone and Telegraph Building at 140 New Montgomery. On New Montgomery Street, the large facades are not commonly divided into smaller bays, establishing a medium scale when combined with the five- to eight-story height of the buildings. Similarly, the use of elaborate ornament on many of the buildings breaks their large facades into smaller sections and accordingly reduces their scale. Second Street is characterized by much smaller buildings with more frequent use of vertical piers whose scale is very intimate for the South of Market area.

(c) **Materials and Color.** Various forms of masonry are the predominant building materials in the district. A number of buildings on the northern end of New Montgomery use brown or buff brick. Terra cotta is also used as a facing material, and is frequently glazed to resemble granite or other stones. On Second and Mission Streets, several buildings are faced in stucco. To express the mass and weight of the structure, masonry materials are often rusticated at the ground and second story to increase the textural variation and sense of depth. Several buildings along Howard Street are noteworthy because they are clad in brick in warm earth tones, exhibit fine masonry craftsmanship, and remain unpainted.

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.

(d) **Detailing and Ornamentations.** Buildings range from industrial brick and stucco office/warehouses to ornately decorated office buildings. The details on the latter buildings are generally of Classical/Renaissance derivation and include projecting cornices and belt courses, rustication, columns and colonnades, and arches. Industrial commercial buildings are noted by their utilitarian nature, with limited areas or ornament applied at the cornice entablature and around windows.

(Added Ord. 414-85, App. 9/17/85; amended by Ord. 182-12, File No. 120665, App. 8/8/2012, Eff. 9/7/2012)

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

(a) **Standards.** 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) **Guidelines.** The guidelines in this subsection shall be used in assessing compatibility.

(1) **Composition and Massing.** New construction should maintain the character of surrounding buildings by relating to their prevailing height, mass, proportions, rhythm and composition.

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. The prevailing height of buildings on New Montgomery Street is between five and eight stories while buildings on Second Street commonly range from three to six stories. A setback at the streetwall height can permit additional height above the setback up to the height limit without breaking the continuity of the street wall.

Almost all 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 definition of streets.

Proportions for new buildings should be established by the prevailing streetwall height and the width of existing buildings. On New Montgomery Street, the historic pattern of large lot development permits new buildings to have a horizontal orientation. In order to ensure that an established set of proportions is maintained on Second Street, new construction should break up facades into discrete elements that relate to prevailing building masses. The use of smaller bays and multiple building entrances are ways in which to relate the proportions of a new building with those of existing buildings.

The design of a new structure should repeat the prevailing pattern of two- and three-part vertical compositions. One-part buildings without bases do not adequately define the pedestrian streetscape and do not relate well to the prevailing two- and three-part structures.

(2) **Scale.** The existing scale can be accomplished in a variety of ways, including: a consistent use of size and complexity of detailing with regard to surrounding buildings, continuance of existing bay widths, maintenance of the existing streetwall height, and the use 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 vertical piers, detailing and textural variation to reduce the scale of Second Street.

Existing fenestration (windows, entrances) and rhythms 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 historic 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 since most existing buildings use these window types.

(3) **Materials and Colors.** The use of masonry and stone materials or 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, terra cotta 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 with rustication on the Rialto Building. 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. The new structure should incorporate prevailing cornice lines or belt courses. A variety of Renaissance/Baroque, Gothic and Moderne ornament in the District provides sources for detailing in new buildings in order to strengthen their relationship. Similarly shaped forms can be used as detailing without directly copying historical ornament.

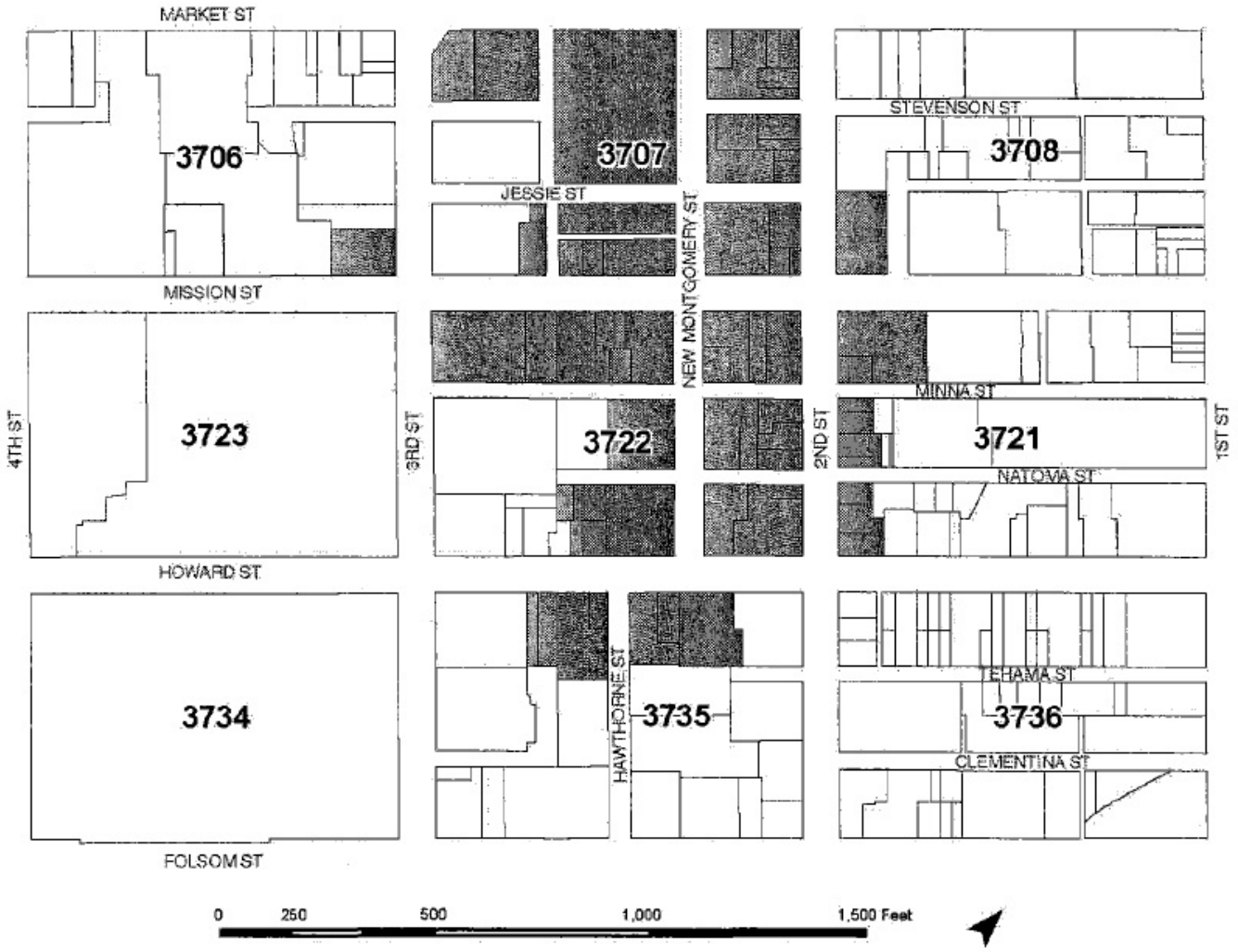
(Added Ord. 414-85, App. 9/17/85; amended by Ord. 182-12, File No. 120665, App. 8/8/2012, Eff. 9/7/2012)

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

Category V Buildings in that portion of the New Montgomery-Mission-Second Street Conservation District which is in the 150-S Height District as shown on Sectional Map 1H 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; amended by Ord. 182-12, File No. 120665, App. 8/8/2012, Eff. 9/7/2012)

New Montgomery-Mission-Second Street Conservation District



APPENDIX G TO ARTICLE 11
COMMERCIAL-LEIDESDORFF CONSERVATION DISTRICT

SEC. 1. FINDINGS AND PURPOSES.

It is hereby found that the area known and described in this Appendix as the Commercial-Leidesdorff area is a Subarea within the C-3 District that possesses concentrations of buildings that together create a Subarea of architectural 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 Commercial-Leidesdorff 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,

EXHIBIT 4

FILE NO. 120665 Substituted 7/10/2012 ORDINANCE NO. 182-12

[Planning Code - Transit Center District Plan]

Ordinance: 1) amending the San Francisco Planning Code by amending and adding sections consistent with the Transit Center District Plan, including the establishment of the Transit Center District Plan open space and transportation fees and the expansion and renaming of the New Montgomery-Mission-Second Street Conservation District, and 2) making findings, including environmental findings and findings of consistency with the General Plan, as proposed for amendment, and Planning Code Section 101.1.

NOTE: Additions are *single-underline italics Times New Roman*; deletions are ~~*strike-through italics Times New Roman*~~. Board amendment additions are double-underlined; Board amendment deletions are ~~strikethrough normal~~.

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

Section 1. Findings.

(a) California Environmental Quality Act Findings.

(1) The Planning Commission, in Motion No. 18628 certified the Final Environmental Impact Report for the Transit Center District Plan and related actions as in comply with the California Environmental Quality Act (Public Resources Code Sections 21000 et seq.). A copy of said Motion is on file with the Clerk of the Board of Supervisors in File No. 120665 and is incorporated herein by reference.

(2) On May 24, 2012, the Planning Commission conducted a duly noticed public hearing and, by Motion No. 18629, adopted findings pursuant to the California Environmental Quality Act for the Transit Center District Plan and related actions. A copy of Planning Commission Resolution No. 18629, including its attachment and mitigation monitoring and reporting program, is on file with the Clerk of the Board of Supervisors in File No. 120665 and

is incorporated herein by reference. The Board of Supervisors hereby adopts the Planning Commission's environmental findings as its own.

(b) Historic Preservation Commission Findings, General Plan Consistency, and Other Findings.

(1) On May 24, 2012, the Planning Commission held a duly noticed public hearing on the attached Planning Code amendments. At said meeting, the Planning Commission, in Resolution No. 18631, recommended to this Board the adoption of the Planning Code amendments related to the Transit Center District Plan. A copy of said Planning Commission Resolution is on file with the Clerk of the Board of Supervisors in File No. 120665 and is incorporated herein by reference.

(2) At its May 24, 2012 meeting, the Planning Commission, in Resolution No. 18631, also recommended to the Historic Preservation Commission that it support the proposed amendments to Article 11 of the Planning Code, including the addition of certain properties to the amended New Montgomery-Mission-Second Street Conservation District that also will be listed in the City's Zoning Map.

(3) On June 6, 2012, the Historic Preservation Commission held a duly noticed public hearing on the amendments proposed herein to Article 11 of the Planning Code, including the addition of certain properties to the amended New Montgomery-Mission-Second Street Conservation District that also will be listed in the City's Zoning Map. At said meeting, the Historic Preservation Commission adopted Resolution Nos. 679, 680, and 681 that recommended to the Board of Supervisors that it adopt these amendments. Copies of said Historic Preservation Commission Resolutions are on file with the Clerk of the Board of Supervisors in File No. 120665 and are incorporated herein by reference.

(4) Pursuant to Planning Code Section 302, this Board of Supervisors finds that this Ordinance will serve the public necessity, convenience, and welfare for the reasons set forth

in Planning Commission Resolution No.18631, and incorporates those reasons herein by reference.

(5) The Board of Supervisors finds that this Ordinance is, on balance, consistent with the General Plan as proposed for amendment and the Priority Policies of Planning Code Section 101.1(b) for the reasons set forth in Planning Commission Resolution No. 18631, and incorporates those reasons herein by reference.

(6) Notwithstanding any contrary technical requirements that may exist in the Planning or Administrative Codes, the Board hereby finds that the Planning Department provided adequate notice for all documents and decisions, including environmental documents, related to the Transit Center District Plan. This finding is based on the extensive mailed, posted, electronic, and published notices that the Planning Department provided. In addition, all notification requirements for amendments to Article 11 were conducted in conformance with the version of Article 11 of the Planning Code in effect on May 2, 2012, the day the Historic Preservation Commission initiated the amendments proposed herein to Article 11. The Board hereby determines that said amendments are exempt from the current notification requirements of Article 11 of the Planning Code as amended by an Ordinance pending before the Board of Supervisors in Clerk of the Board of Supervisors File No. 123031. The draft recommendations and justification for the expansion of the Conservation District and the designation of architecturally significant buildings under Article 11 of the Planning Code was published and made available to the public in November of 2009. Beginning in 2007, community outreach and owner notification regarding the Transit Center District Plan has provided a number of opportunities for owner input through at least twelve (12) publicly-noticed workshops, hearings, and presentations. Copies of all notices and other public materials related to the Transit Center District Plan and the amendments to Article 11 set forth

herein are available for review through the Custodian of Records at the Planning Department, 1650 Mission Street, San Francisco.

Section 2. The San Francisco Planning Code is hereby amended by amending Sections 102.5, 102.9, 102.11, 123, 132.1, 136, 138, 151.1, 152.1, 155, 155.4, 156, 163, 201, 210.3, 215, 216, 217, 218, 218.1, 219, 220, 221, 222, 223, 224, 225, 226, 248, 260, 270, 272, 303, 309, 321, 412.1, 427, 1103.1, and Appendices A, C, D, and F to Article 11 and adding Sections 424.6, 424.7, 424.8, to read as follows:

SEC. 102.5. DISTRICT.

A portion of the territory of the City, as shown on the Zoning Map, within which certain regulations and requirements or various combinations thereof apply under the provisions of this Code. The term "district" shall include any use, special use, height and bulk, or special sign district. The term "R District" shall mean any RH-1(D), RH-1, RH-1(S), RH-2, RH-3, RM-1, RM-2, RM-3, RM-4, RTO, RTO-M, RC-1, RC-2, RC-3, RC-4 or RED District. The term "C District" shall mean any C-1, C-2, C-3, or C-M District. The term "RTO District" shall be that subset of R Districts which are the RTO and RTO-M District. The term "M District" shall mean any M-1 or M-2 District. The term "PDR District" shall mean any PDR-1-B, PDR-1-D, PDR-1-G, or PDR-2 District. The term "RH District" shall mean any RH-1(D), RH-1, RH-1(S), RH-2, or RH-3 District. The term "RM District" shall mean any RM-1, RM-2, RM-3, or RM-4 District. The term "RC District" shall mean any RC-1, RC-2, RC-3, or RC-4 District. The term "C-3 District" shall mean any C-3-O, *C-3-O(SD)*, C-3-R, C-3-G, or C-3-S District. For the purposes of Section 128 and Article 11 of this Code, the term "C-3 District" shall also include the Extended Preservation District designated on Section Map 3SU of the Zoning Map. The term "NC District" shall mean any NC-1, NC-2, NC-3, NC-T, NC-S, and any Neighborhood Commercial District and Neighborhood Commercial Transit District identified by street or area name in Section 702.1. The term "NCT" shall mean any district listed in Section 702.1(b),

accordance with Section 409. This fee shall be paid into the Transit Center District Open Space Fund, as described in Sections 424.6 et seq. of this Article. Said fee shall be used for the purpose of acquiring, designing, and improving public open space, recreational facilities, and other open space resources, which is expected to be used solely or in substantial part by persons who live, work, shop or otherwise do business in the Transit Center District.

SEC. 1103.1. CONSERVATION DISTRICT DESIGNATIONS.

The following Conservation Districts are hereby designated for the reasons indicated in the appropriate Appendix:

(a) The Kearny-Market-Mason-Sutter Conservation District is hereby designated as set forth in Appendix E.

(b) The New Montgomery-*Mission*-Second Street Conservation District is hereby designated as set forth in Appendix F.

(c) The Commercial-Leidesdorff Conservation District is hereby designated as set forth in Appendix G.

(d) The Front-California Conservation District is hereby designated as set forth in Appendix H.

(e) The Kearny-Belden Conservation District is hereby designated as set forth in Appendix I.

(f) The Pine-Sansome Conservation District is hereby designated as set forth in Appendix J.

APPENDIX F TO ARTICLE 11 - NEW MONTGOMERY-*MISSION*-SECOND STREET CONSERVATION DISTRICT.

SEC. 1. FINDINGS AND PURPOSES.

It is hereby found that the area known and described in this appendix as the New Montgomery-*Mission*-Second 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 New Montgomery-Mission-Second Street 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;

(c) Preservation of the scale and character of the District separate from the prevailing larger scale of the financial district and permitted scale in the new Special Development District.

SEC. 2. DESIGNATION.

Pursuant to Section 1103.1 of Article 11 of the City Planning Code (Part II, Chapter XI of the San Francisco Municipal Code), the New Montgomery-*Mission*-Second Street area is hereby designated as a Conservation District.

SEC. 3. LOCATION AND BOUNDARIES.

The location and boundaries of the New Montgomery-Mission-Second Street Conservation District shall be as designated on the New Montgomery-*Mission*-Second Street

Conservation District Map, the original of which is on file with the Clerk of the Board of Supervisors under File 223-84-4, which Map is hereby incorporated herein as though fully set forth, and a facsimile of which is reproduced herein below.

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(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.

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This area forms one of the earliest attempts to extend the uses of the financial and retail districts to the South of Market area. Since Montgomery Street was the most important commercial street in the 1870's, New Montgomery Street was planned as a southern extension from Market Street to the Bay. Opposition from landowners south of Howard Street,

however, prevented the street from reaching its original bayside destination. William Ralston, who was instrumental in the development of the new street, built the Grand Hotel and later the Palace Hotel at its Market Street intersection. A wall of large hotels on Market Street actually hindered the growth of New Montgomery Street and few retail stores and offices ventured south of Market Street. The unusually wide width of Market Street acted as a barrier between areas to the north and south for many years.

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One block to the east, Second Street had a different history from New Montgomery Street. The future of Second Street as an extension of the downtown depended upon the southward extension of the street through the hill south of Howard Street. At one time there was even a proposal to extend Second Street north in order to connect with Montgomery Street. The decision to extend Montgomery Street south rather than Second Street north due to the high cost of the Second Street Cut, however, discouraged retail and office growth on the street. As a result, by the 1880's Second Street was established as a wholesaling rather than retail or office area. In the 1920's, Second Street contained a wide

mixture of office support services. These included printers, binderies, a saddlery, a wholesale pharmaceutical outlet, and a variety of other retail stores and smaller offices. Industrial uses were commonly located on the alleyways such as Minna and Natoma and on Second Street, south of Howard Street.

Howard Street between 1st and 3rd Street became a popular and convenient extension for retail and wholesale dealers after 1906. As with Mission Street, the area still contains a number of smaller commercial loft structures that represent some of the best examples within the district, such as the Volker Building at 625 Howard Street, the Crellin Building at 583 Howard Street, and the Sharon Estate Building at 667 Howard Street.

The transformation of much of the area within the boundaries of the New Montgomery-Mission-Second Street Conservation District into a southerly extension of downtown was reflected in the large number of multi-story structures built along both Mission and Market streets. The intersection of 3rd and Mission evolved into the most important intersections in the survey area, bracketed on three corners by important early skyscrapers, including the rebuilt Aronson Building on the northwest corner, the Williams Buildings on the southeast corner, and the Gunst Building (demolished) on the southwest corner.

(b) **Basic Nature of the District.** New Montgomery Street is characterized by large buildings that often occupy an entire section of a block defined by streets and alleys or a major portion of these subblocks. The buildings are of a variety of heights, but the heights of most of the buildings range from five to eight stories. Second Street is characterized by smaller, less architecturally significant buildings, but, because of their continuous streetwall, they form a more coherent streetscape. Without some sort of protection for the less significant buildings, the quality of the district would be lost due to pressure from the expanding office core.

(c) **Architectural Character.** *Most of the contributing buildings are designed in the American Commercial Style and feature facades divided into a tripartite arrangement consisting of a base, shaft, and capital.* Although the scale and size of the structures on New Montgomery Street are somewhat monumental, the area remains attractive for pedestrians. The street has *There are* a number of outstanding buildings concentrated on New Montgomery, such as the Palace Hotel, the Pacific Telephone *and Telegraph Building* tower, and the Sharon Building. *Ornamentation of district contributors is most often Renaissance-Baroque with later examples of Spanish, Colonial, Gothic Revival Styles, and Art Deco. Examples of t*~~T~~he styles range from the Gothic skyscraper massing and Art Deco detailing of the Pacific Telephone and Telegraph Building to the Renaissance Palazzo style of the Palace Hotel. The primary building materials are earthtone bricks, stone or terra cotta, with ornamental details executed in a variety of materials including terra cotta, metal, stucco and stone.

With the exceptions of corner buildings, Second Street, *Mission and Howard Streets have* has a smaller, more intimate scale. While on New Montgomery Street, buildings typically occupy an entire subblock, on Second Street, three or four small buildings will occupy the same area. The buildings are generally mixed-use office and retail structures, *two-to-seven* ~~*three to five*~~ stories in height, with Renaissance-influenced ornament.

The two streets are unified by several elements, including an architectural vocabulary which draws from similar historical sources, similar materials, scale, fenestration, color, stylistic origins, texture, and ornament.

(d) **Uniqueness and Location.** The District is located close to the central core of the financial district and is adjacent to an area projected for the future expansion. It is one of the few architecturally significant areas remaining largely intact in the South of Market area.

(e) **Visual and Functional Unity.** The District has a varied character ranging from the small and intimate on the alley streets to a more monumental scale on New

Montgomery. In spite of this wide range, the district forms a coherent entity due to the buildings' common architectural vocabulary and the rhythm of building masses created by the District's intersecting alleys.

(f) **Dynamic Continuity.** The District is an active part of the downtown area, and after some years of neglect is undergoing reinvestment, which is visible in the rehabilitation of the Pacific Telephone and Telegraph Building, and the repair and rehabilitation of other buildings in the District.

(g) **Benefits to the City and Its Residents.** The District is a microcosm of twentieth century commercial architecture, ranging from low-level speculative office blocks to the City's premier hotels and executive offices of the time. The District now houses a variety of uses from inexpensive restaurants and support commercial uses, such as printers, to executive offices. The area retains a comfortable human scale, which will become increasingly important as neighboring areas of the South of Market become more densely developed.

SEC. 6. FEATURES.

The exterior architectural features of the New Montgomery-*Mission*-Second Street District are as follows:

(a) **Massing and Composition.** Almost without exception, the buildings in the New Montgomery-*Mission*-Second Conservation District are built to the front property line and occupy the entire site. *Most buildings are either square or rectangular in plan, some with interior light courts to allow sunlight and air into the interiors of buildings. Nearly all cover their entire parcels, and their primary facades face the street.* Building massings along New Montgomery and Second Streets have different directional orientations. For the most part, the large buildings on New Montgomery Street are horizontally oriented, since they are built on relatively large lots, often occupying an entire blockface. Their horizontal width often exceeds their height.

The buildings on Second Street are built on much smaller lots, and hence have a vertical orientation. An exception on New Montgomery is the tower of the Pacific Telephone *and Telegraph* Building, whose soaring verticality is unique for that street.

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

Despite their differing orientation, almost all buildings share a two or three-part compositional arrangement. In addition, buildings are often divided into bays which establish a steady rhythm along the streets of the District. The rhythm is the result of fenestration, structural articulation or other detailing which breaks the facade into discrete segments. A common compositional device in the District is the emphasis placed upon either the end bays or the central bay.

(b) **Scale.** ~~*The scale of the District varies from the small buildings on Second Street to medium-scaled structures on New Montgomery Street. On the latter street,*~~ *More than two-thirds of the contributing buildings are three-to-eight story brick or concrete commercial loft buildings constructed during the five years after the 1906 Earthquake and Fire. The scale of the District varies from the small buildings on Howard, Mission, Natoma, and Second Streets, such as the Phoenix Desk Company Building at 666 Mission Street, the Burdette Building at 90 Second Street, and the Emerison Flag Company Building at 161 Natoma Street; to medium-scaled structures on Mission and New Montgomery Streets, such as the Veronica Building at 647 Mission Street, and the Standard Building at 111 New Montgomery Street; to large-scale buildings on New Montgomery Street, such as the Pacific Telephone and Telegraph Building at 140 New Montgomery. On New Montgomery Street*, the large facades are not commonly divided into smaller bays, establishing a medium scale when combined with the five- to eight-story height of the buildings. Similarly, the use of elaborate ornament on many of the buildings breaks their large facades into smaller sections and

accordingly reduces their scale. Second Street is characterized by much smaller buildings with more frequent use of vertical piers whose scale is very intimate for the South of Market area.

(c) **Materials and Color.** Various forms of masonry are the predominant building materials in the district. A number of buildings on the northern end of New Montgomery use brown or buff brick. Terra cotta is also used as a facing material, and is frequently glazed to resemble granite or other stones. On Second *and Mission* Street*s*, *several* many buildings are faced in stucco or painted masonry. To express the mass and weight of the structure, masonry materials are often rusticated at the ground and second story to increase the textural variation and sense of depth. *Several buildings along Howard Street are noteworthy because they are clad in brick in warm earth tones, exhibit fine masonry craftsmanship, and remain unpainted.*

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.

(d) **Detailing and Ornamentations.** Buildings range from industrial brick and stucco office/warehouses to ornately decorated office buildings. The details on the latter buildings are generally of Classical/Renaissance derivation and include projecting cornices and belt courses, rustication, columns and colonnades, and arches. Industrial commercial buildings are noted by their utilitarian nature, with limited areas or ornament applied at the cornice entablature and around windows.

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

(a) Standards. All construction of new buildings and all major alterations, which are subject to the provisions of Article 11 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 Article 11 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) **Guidelines.** The guidelines in this subsection shall be used in assessing compatibility.

(1) **Composition and Massing.** New construction should maintain the character of surrounding buildings by relating to their prevailing height, mass, proportions, rhythm and composition.

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. The prevailing height of buildings on New Montgomery Street is between five and eight stories while buildings on Second Street commonly range from three to six stories. A setback at the streetwall height can permit additional height above the setback up to the height limit without breaking the continuity of the street wall.

Almost all 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 definition of streets.

Proportions for new buildings should be established by the prevailing streetwall height and the width of existing buildings. On New Montgomery Street, the historic pattern of large lot development permits new buildings to have a horizontal orientation. In order to ensure that an established set of proportions is maintained on Second Street, new construction should break up facades into discrete elements that relate to prevailing building masses. The use of smaller bays and multiple building entrances are ways in which to relate the proportions of a new building with those of existing buildings.

The design of a new structure should repeat the prevailing pattern of two- and three-part vertical compositions. One-part buildings without bases do not adequately define the pedestrian streetscape and do not relate well to the prevailing two- and three-part structures.

(2) **Scale.** The existing scale can be accomplished in a variety of ways, including: a consistent use of size and complexity of detailing with regard to surrounding buildings, continuance of existing bay widths, maintenance of the existing streetwall height, and the use 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 vertical piers, detailing and textural variation to reduce the scale of Second Street.

Existing fenestration (windows, entrances) and rhythms 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 historic 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 since most existing buildings use these window types.

(3) **Materials and Colors.** The use of masonry and stone materials or 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, terra cotta 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 with rustication on the Rialto Building. 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. The new structure should incorporate prevailing cornice lines or belt courses. A variety of Renaissance/Baroque, Gothic and Moderne ornament in the District provides sources for detailing in new buildings in order to strengthen their relationship. Similarly shaped forms can be used as detailing without directly copying historical ornament.

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

Category V Buildings in that portion of the New Montgomery-*Mission*-Second Street Conservation District which is in the 150-S Height District as shown on Sectional Map 1H of the Zoning Map are eligible for the transfer of TDR as provided in Section 1109(c).

NOTE TO EDITOR: Delete existing Map in Appendix F and replace with the following Map:

New Montgomery-Mission-Second Street Conservation District

Appendix A TO ARTICLE 11 - Category I Buildings

CATEGORY I BUILDINGS			
Address of Building	Block	Lot(s)	Name of Building
22 Battery	266	6	Postal Telegraph
98 Battery	266	8	Levi Strauss
99 Battery	267	1	Donahoe
100 Bush	267	4	Shell
130 Bush	267	9	Heineman
200 Bush	268	2	Standard Oil
225 Bush	289	1, 7	Standard Oil
381 Bush	288	17	Alto
445 Bush	287	25	Pacific States
460 Bush	270	33	Fire Station No. 2
564 Bush	271	12	Notre Dame des Victoires

158 California	236	5	Marine
240 California	237	9	Tadich's Grill (Buich)
260 California	237	11	Newhall
301 California	261	1	Robert Dollar Bldg.
341 California	261	10A	Harold Dollar Bldg.
400 California	239	3	Bank of California
433 California	260	16	Insurance Exchange
465 California	260	15	Merchants Exchange
554 Commercial	228	22	
564 Commercial	228	23	
569 Commercial	228	11	PG&E Station J
119 Ellis	330	23	Continental Hotel
42 - 50 Fell	814	10	
67 Fifth	3705	21, 23	Pickwick Hotel
231 First	3737	23	
234 First	3736	6	Phillips
54 Fourth	3705	4	Keystone Hotel
150 Franklin	834	12	Whiteside Apts.
251 Front	237	1	DeBernardi's
2 Geary	310	6	
10 Geary	310	5	Schaidt
28 Geary	310	8	Rosenstock
108 Geary	309	4	Marion
120 Geary	309	5	E. Simon
132 Geary	309	6	Sacs
166 Geary	309	10	Whittell
285 Geary	314	12	St. Paul
293 Geary	314	11	Lincoln
301 Geary	315	1	Elkan Gunst
415 Geary	316	1A	Geary Theater
445 Geary	316	18A	Curran Theater
491 Geary	316	13	Clift Hotel
501 Geary	317	1	Bellvue Apt.
42 Golden Gate	343	2	Golden Gate Theater
200 Golden Gate	345	4	YMCA
1 Grant	313	8	Security Pacific Bank
17 Grant	313	7	Zobel
50 Grant	312	8	Ransohoff-Liebes
201 Grant	294	6	Shreve
220 Grant	293	8	Phoenix
233 Grant	294	5	
301 Grant	286	5	Myers
311 Grant	286	4	Abramson
333 Grant	286	2	Home Telephone
334 Grant	287	17	Beverly Plaza Hotel
101 Howard	3740	1	Folger Coffee
1049 Howard	3731	74	
125 Hyde	346	3B	Rulf's File Exchange

16 Jessie	3708	22	One Ecker
1 Jones	349	3	Hibernia Bank
25 Kearny	310	4	O'Bear
49 Kearny	310	2	Rouillier
153 Kearny	293	2	Bartlett Doe
161 Kearny	293	1	Eyre
200 Kearny	288	11	
201 Kearny	287	8	
251 Kearny	287	1	Charleston
333 Kearny	270	2	Macdonough
344 Kearny	269	9	Harrigan Weidenmuller
346 Kearny	269	27p	
362 Kearny	269	27p	
222 Leidesdorff	228	6	PG&E Station J
1 Market	3713	6	Southern Pacific
215 Market	3711	18	Matson
245 Market	3711	14A	Pacific Gas & Electric
540 Market	291	1	Flatiron
562 Market	291	5	Chancery
576 Market	291	5B	Finance
582 Market	291	6	Hobart
641 Market	3722	69	
660 Market	311	5	
673 Market	3707	51	Monadnock
691 Market	3707	57	Hearst
704 Market	312	10	Citizen's Savings
722 Market	312	9	Bankers Investment
744 Market	312	6	Wells Fargo
760 Market	328	1	Phelan
783 Market	3706	48	Humboldt
801 Market	3705	1	Pacific
835 Market	3705	43	Emporium
870 Market	329	5	Flood
901 Market	3704	1	Hale Brothers
938 Market	341	5	
948 Market	341	6	Mechanics Savings
982 Market	342	17	Warfield Theater
1000 Market	350	1	San Christina
1072 Market	350	4	Crocker Bank
1095 Market	3703	59	Grant
1100 Market	351	1	Hotel Shaw
1182 Market	351	22	Orpheum Theater
1301 Market	3508	1	Merchandise Mart
34 Mason	341	7	Rubyhill Vineyard
101 Mason	331	6	Hotel Mason
120 Mason	330	13	Kowalsky Apts.
602 Mason	284	12	

83 McAllister	351	32	Methodist Book Concern
100 McAllister	348	6	Hastings Dormitory
132 McAllister	348	7	Argyle Hotel
447 Minna	3725	76	
54 Mint	3704	34	McElnoy
66 Mint	3704	12	Remedial Loan
1 Mission	3715	1	Audiffred
647 Mission	3722	69	
1018 Mission	3703	81	Kean Hotel
130 Montgomery	289	6	French Bank
149 Montgomery	288	1	Alexander
220 Montgomery	268	6 - 8	Mills
235 Montgomery	269	1	Russ
300 Montgomery	260	10	Bank of America
315 Montgomery	259	21	California Commercial Union
400 Montgomery	239	9	Kohl
405 Montgomery	240	3	Financial Center
500 Montgomery	228	13	American-Asian Bank
520 Montgomery	228	15	Paoli's
552 Montgomery	228	28, 29	Bank of America
116 Natoma	3722	6	N. Clark
147 Natoma	3722	13	Underwriter Fire
39 New Montgomery	3707	35	Sharon
74 New Montgomery	3707	33	Call
79 New Montgomery	3707	14	
116 New Montgomery	3722	71	Rialto
134 New Montgomery	3722	8	Pacific Telephone
201 Ninth	3729	82	
20 O'Farrell	313	10	Kohler-Chase
235 O'Farrell	3261	8	Hotel Barclay
301 Pine	268	1	Pacific Stock Exchange
333 Pine	268	16	Chamber of Commerce
348 Pine	260	8	Dividend
57 Post	311	13	Mechanic's Institute
117 Post	310	22	O'Connor Moffat
126 Post	293	5	Rochat Cordes
165 Post	310	20	Rothchild
175 Post	310	19	Liebes
180 Post	293	7	Hastings
201 Post	309	1	Head
225 Post	309	27	S. Christian
275 Post	309	22	Lathrop

278 Post	294	11	Joseph Fredericks
340 Post	295	5	Bullock & Jones
442 Post	296	8	Chamberlain
450 Post	296	9	Elk's Club
470 Post	296	10	Medico-Dental
491 Post	307	9	1st Congregational Church
524 Post	297	5	Olympic Club
600 Post	298	6	Alvarado Hotel
1 Powell	330	5	Bank of America
200 Powell	314	7	Omar Khayyam's
301 Powell	307	1	St. Francis Hotel
432 Powell	295	8	Sir Francis Drake
433 Powell	296	5	Chancellor Hotel
449 Powell	296	1	Foetz
540 Powell	285	9	Elk's Club Old
114 Sansome	267	10	Adam Grant
155 Sansome	268	1A	Stock Exchange Tower
200 Sansome	261	7	American International
201 Sansome	260	5	Royal Globe Insurance
221 Sansome	260	4	
231 Sansome	260	3	TC Kierloff
233 Sansome	260	2	Fireman's Fund
400 Sansome	229	3	Federal Reserve
401 Sansome	228	4	Sun
407 Sansome	228	3	
71 - 85 Second	3708	19	Pacific Bell Building
121 Second	3721	71	Rapp
132 Second *133 Second*	3722 *3721*	3 *51*	 *Morton L. Cook*
141 Second	3721	50	
6 Seventh	3702	1	Odd Fellow's
106 Sixth	3726	2	
201 Sixth	3732	124	Hotel Argonne
111 Stevenson	3707	44	Palace Garage
46 Stockton	328	4	J. Magnin
101 Stockton	314	2	Macy's
234 Stockton	309	20	Schroth's
600 Stockton	257	12	Metropolitan Life Ins. Co.
108 Sutter	288	7	French Bank
111 Sutter	292	1	Hunter-Dulin
130 Sutter	288	27	Hallidie
216 Sutter	287	9	Rose

255 Sutter	293	9	White House
256 Sutter	287	11	Sather
266 Sutter	287	12	Bemiss
301 Sutter	294	1	Hammersmith
312 Sutter	286	7	Nutall
391 Sutter	294	15	Galen
445 Sutter	295	10p	Pacific Gas & Electric
447 Sutter	295	10p	Pacific Gas & Electric
450 Sutter	285	6	Medical-Dental
500 Sutter	284	4	Physician's
609 Sutter	297	1	Marines Memorial
620 Sutter	283	4A	
640 Sutter	283	22	Metropolitan
403 Taylor	317	3	Hotel California
624 Taylor	297	7	Bohemian Club
701 Taylor	282	4A	
2 Turk	340	4	Oxford Hotel
11 Van Ness	834	4	Masonic Temple
700-706 Mission (86 Third)	*3706*	*93*	*Mercantile or Aronson*
145 Natoma	*3722*	*14*	

Appendix C TO ARTICLE 11 - Category III Buildings

CATEGORY III BUILDINGS			
Address of Building	Block	Lot(s)	Name of Building
566 Bush	271	24	Notre Dame des Victoires Rectory
608 Commercial	277	48	Original U.S. Mint & Subtreasury
33 Drumm	235	5	
37 Drumm	235	19	
51 Grant	313	3	Eleanor Green
342 Howard	3719	8	
657 Howard	3735	41	San Francisco News
667 Howard	3735	39	
1097 Howard	3731	42	Blindcraft
1234 Howard	3728	14	Guilfoy Cornice
96 Jessie	3708	32	
703 Market	3706	1	Central Tower
1083 Market	3703	61	
1582 Market	836	10	Miramar Apts.
658 Mission	3707	20	
678 Mission	3703	21	Builders' Exchange Building
1087 Mission	3726	106	

Transportation and Street Improvement Fee dedicated to addressing Transit Delay Mitigation and $2 (two) million of the Transit Center District Plan Open Space Fee shall not be eligible for in-kind credit against TCDP Impact Fees payments. Further, the Board hereby requires, as a condition of the In-Kind Agreement, that the City Planning Director enter into an Agreement with the TJPA that stipulates that if the TJPA does not allocate and obligate the Tower Developer's TCDP Impact Fee revenues to the improvements as set forth above and identified in the Agreement, the City shall allocate the amount of Impact Fee revenue equivalent to the unallocated and unobligated amount so that such revenues are available for: (i) other improvements consistent with the purpose of the respective Impact Fees, or, (ii) as determined by the Planning Commission and based on recommendation by the Interagency Plan Implementation Committee, used by the TJPA to fund alternative improvements consistent with the purposes of the Impact Fees.

(b) **Previously Entitled Projects**. Notwithstanding Section 123 as proposed for amendment, any unbuilt project that obtained Planning Commission approval January 1, 2012 may apply Transferrable Development Rights (TDR) to exceed a floor area ratio of 9.0:1 and shall be eligible for partial waiver of certain impact fees as described in Section 424.7.2(c)(3) and 424.7.2(c)(5).

Section 4. Effective Date. This ordinance shall become effective 30 days from the date of passage.

Section 5. This section is uncodified. In enacting this Ordinance, the Board intends to amend only those words, phrases, paragraphs, subsections, sections, articles, numbers, punctuation, charts, diagrams, or any other constituent part of the Planning Code that are explicitly shown in this legislation as additions, deletions, Board amendment additions, and Board amendment deletions in accordance with the "Note" that appears under the official title of the legislation.

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

By: _____
John D. Malamut
Deputy City Attorney

City and County of San Francisco
Tails
Ordinance

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

File Number: 120665 **Date Passed:** July 31, 2012

Ordinance: 1) amending the San Francisco Planning Code by amending and adding sections consistent with the Transit Center District Plan, including the establishment of the Transit Center District Plan open space and transportation fees and the expansion and renaming of the New Montgomery-Mission-Second Street Conservation District, and 2) making findings, including environmental findings and findings of consistency with the General Plan, as proposed for amendment, and Planning Code Section 101.1.

July 16, 2012 Land Use and Economic Development Committee - RECOMMENDED

July 24, 2012 Board of Supervisors - PASSED, ON FIRST READING

Ayes: 10 - Avalos, Campos, Chiu, Chu, Cohen, Elsbernd, Kim, Mar, Olague and Wiener
Excused: 1 - Farrell

July 31, 2012 Board of Supervisors - FINALLY PASSED

Ayes: 10 - Avalos, Campos, Chiu, Chu, Cohen, Elsbernd, Farrell, Mar, Olague and Wiener
Absent: 1 - Kim

File No. 120665

I hereby certify that the foregoing Ordinance was FINALLY PASSED on 7/31/2012 by the Board of Supervisors of the City and County of San Francisco.

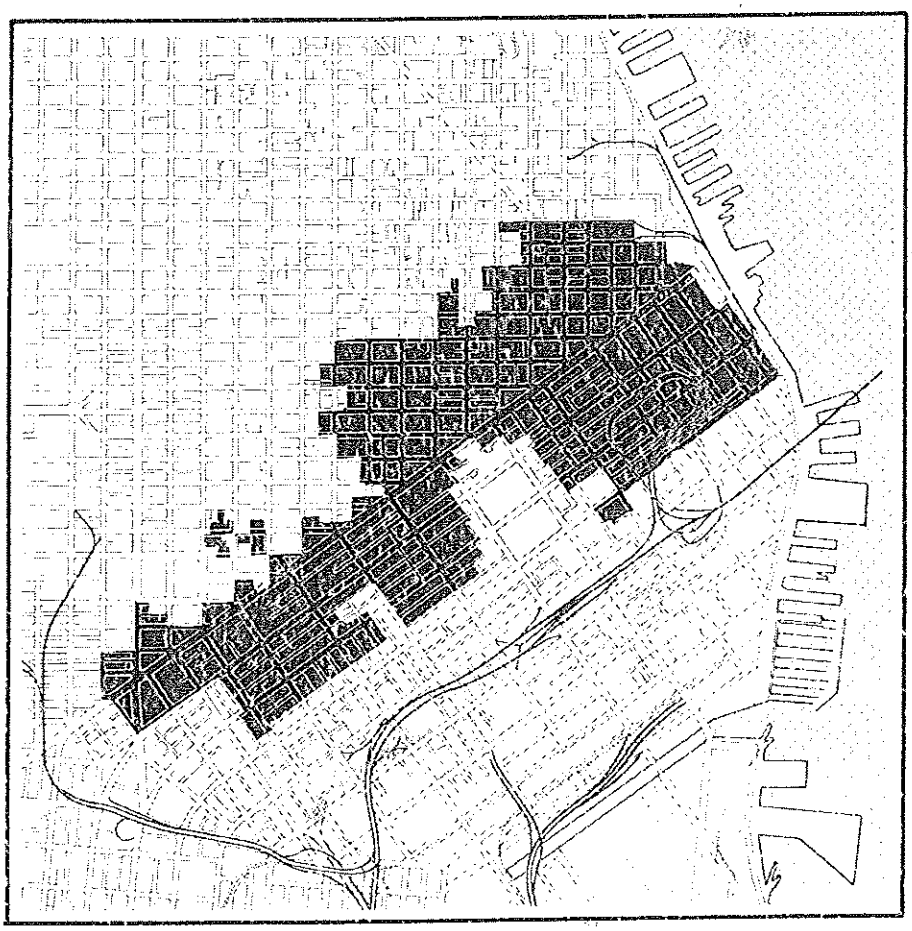
Angela Calvillo
Clerk of the Board

Mayor

8/8/12
Date Approved

EXHIBIT 5

DOWNTOWN



DOWNTOWN

DOWNTOWN

DOWNTOWN

AN AREA PLAN OF THE MASTER PLAN OF
THE CITY AND COUNTY OF SAN FRANCISCO

$2.00

DOWNTOWN

AN AREA PLAN OF THE MASTER PLAN OF
THE CITY AND COUNTY OF SAN FRANCISCO

DEPARTMENT OF CITY PLANNING

CONTENTS

MAPS

TABLES

FIGURES

SUMMARY OF OBJECTIVES AND POLICIES

SPACE FOR COMMERCE

OBJECTIVE 1

MANAGE ECONOMIC GROWTH AND CHANGE TO ENSURE ENHANCEMENT OF THE TOTAL CITY LIVING AND WORKING ENVIRONMENT.

POLICY 1

Encourage development which produces substantial net benefits and minimizes undesirable consequences. Discourage development which has substantial undesirable consequences which cannot be mitigated.

OBJECTIVE 2

MAINTAIN AND IMPROVE SAN FRANCISCO'S POSITION AS A PRIME LOCATION FOR FINANCIAL, ADMINISTRATIVE, CORPORATE, AND PROFESSIONAL ACTIVITY.

POLICY 1

Encourage prime downtown office activities to grow as long as undesirable consequences of such growth can be controlled.

POLICY 2

Guide location of office development to maintain a compact downtown core and minimize displacement of other uses.

OBJECTIVE 3

IMPROVE DOWNTOWN SAN FRANCISCO's POSITION AS THE REGION'S PRIME LOCATION FOR SPECIALIZED RETAIL TRADE.

POLICY 1

Maintain high quality, specialty retail shopping facilities in the retail core.

POLICY 2

Encourage the retail businesses which serve the shopping needs of less affluent downtown workers and local residents.

POLICY 3

Preserve retail service businesses in upper floor offices in the retail district.

POLICY 4

Limit the amount of downtown retail space outside the retail district to avoid detracting from its economic vitality.

POLICY 5

Meet the convenience needs of daytime downtown workers.

OBJECTIVE 4

ENHANCE SAN FRANCISCO'S ROLE AS A TOURIST AND VISITOR CENTER.

POLICY 1

Guide the location of new hotels to minimize their adverse impacts on circulation, existing uses, and scale of development.

OBJECTIVE 5

RETAIN A DIVERSE BASE OF SUPPORT COMMERCIAL ACTIVITY IN AND NEAR DOWNTOWN.

POLICY 1

Provide space for support commercial activities within the downtown and in adjacent areas.

OBJECTIVE 6

WITHIN ACCEPTABLE LEVELS OF DENSITY, PROVIDE SPACE FOR FUTURE OFFICE, RETAIL, HOTEL, SERVICE AND RELATED USES IN DOWNTOWN SAN FRANCISCO.

POLICY 1

Adopt a downtown land use and density plan which establishes subareas of downtown with individualized controls to guide the density and location of permitted land use.

SPACE FOR HOUSING

OBJECTIVE 7

EXPAND THE SUPPLY OF HOUSING IN AND ADJACENT TO DOWNTOWN.

POLICY 1

Promote the inclusion of housing in downtown commercial developments.

POLICY 2

Facilitate conversion of underused industrial and commercial areas to residential use.

OBJECTIVE 8

PROTECT RESIDENTIAL USES IN AND ADJACENT TO DOWNTOWN FROM ENCROACHMENT BY COMMERCIAL USES.

POLICY 1

Restrict the demolition and conversion of housing in commercial areas.

POLICY 2

Preserve existing residential hotels.

OPEN SPACE

OBJECTIVE 9

PROVIDE QUALITY OPEN SPACE IN SUFFICIENT QUANTITY AND VARIETY TO MEET THE NEEDS OF DOWNTOWN WORKERS, RESIDENTS, AND VISITORS.

POLICY 1

Require usable indoor and outdoor open space, accessible to the public, as part of new downtown development.

POLICY 2

Provide different kinds of open space downtown.

POLICY 3

Give priority to development of two categories of highly valued open space; sunlit plazas and parks.

POLICY 4

Provide a variety of seating arrangements in open spaces throughout downtown.

POLICY 5

Improve the usefulness of publicly owned rights-of-way as open space.

OBJECTIVE 10

ASSURE THAT OPEN SPACES ARE ACCESSIBLE AND USABLE.

POLICY 1

Develop an open space system that gives every person living and working downtown access to a sizable sunlit open space within convenient walking distance.

POLICY 2

Encourage the creation of new open spaces that become a part of an interconnected pedestrian network.

POLICY 3

Keep open space facilities available to the public.

POLICY 4

Provide open space that is clearly visible and easily reached from the street or pedestrian way.

POLICY 5

Address the need for human comfort in the design of open spaces by minimizing wind and maximizing sunshine.

OBJECTIVE 11

PROVIDE CONTRAST AND FORM BY CONSCIOUSLY TREATING OPEN SPACE AS A COUNTERPOINT TO THE BUILT ENVIRONMENT.

POLICY 1

Place and arrange open space to complement and structure the urban form by creating distinct openings in the otherwise dominant streetwall form of downtown.

POLICY 2

Introduce elements of the natural environment in open space to contrast with the built-up environment.

PRESERVING THE PAST

OBJECTIVE 12

CONSERVE RESOURCES THAT PROVIDE CONTINUITY WITH SAN FRANCISCO'S PAST.

POLICY 1

Preserve notable landmarks and areas of historic, architectural, or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

POLICY 2

Use care in remodeling significant older buildings to enhance rather than weaken their original character.

POLICY 3

Design new buildings to respect the character of older development nearby.

URBAN FORM

Height and Bulk

OBJECTIVE 13

CREATE AN URBAN FORM FOR DOWNTOWN THAT ENHANCES SAN FRANCISCO'S STATURE AS ONE OF THE WORLD'S MOST VISUALLY ATTRACTIVE CITIES.

POLICY 1

Relate the height of buildings to important attributes of the city pattern and to the height and character of existing and proposed development.

POLICY 2

Foster sculpturing of building form to create less overpowering buildings and more interesting building tops, particularly the tops of towers.

POLICY 3

Create visually interesting terminations to building towers.

POLICY 4

Maintain separation between buildings to preserve light and air and prevent excessive bulk.

Sunlight and Wind

OBJECTIVE 14

CREATE AND MAINTAIN A COMFORTABLE PEDESTRIAN ENVIRONMENT.

POLICY 1

Promote building forms that will maximize the sun access to open spaces and other public areas.

POLICY 2

Promote building forms that will minimize the creation of surface winds near the base of buildings.

Building Appearance

OBJECTIVE 15

TO CREATE A BUILDING FORM THAT IS VISUALLY INTERESTING AND HARMONIZES WITH SURROUNDING BUILDINGS.

POLICY 1

Ensure that new facades relate harmoniously with nearby facade patterns.

POLICY 2

Assure that new buildings contribute to the visual unity of the city.

POLICY 3

Encourage more variation in building facades and greater harmony with older buildings through use of architectural embellishments and bay or recessed windows.

Streetscape

OBJECTIVE 16

CREATE AND MAINTAIN ATTRACTIVE, INTERESTING URBAN STREETSCAPES

POLICY 1

Conserve the traditional street to building relationship that characterizes downtown San Francisco.

POLICY 2

Provide setbacks above a building base to maintain the continuity of the predominant streetwalls along the street.

POLICY 3

Maintain and enhance the traditional downtown street pattern of projecting cornices on smaller buildings and projecting belt courses on taller buildings.

POLICY 4

Use designs and materials and include activities at the ground floor to create pedestrian interest.

POLICY 5

Encourage the incorporation of publicly visible art works in new private development and in various public spaces downtown.

MOVING ABOUT

MOVING TO AND FROM DOWNTOWN

OBJECTIVE 17

DEVELOP TRANSIT AS THE PRIMARY MODE OF TRAVEL TO AND FROM DOWNTOWN.

POLICY 1

Build and maintain rapid transit lines from downtown to all suburban corridors and major centers of activity in San Francisco.

POLICY 2

Expand existing non-rail transit service to downtown.

POLICY 3

Establish exclusive transit lanes on bridges, freeways and city streets where significant transit service exists.

POLICY 4

Coordinate regional and local transportation systems and provide for interline transit transfers.

POLICY 5

Provide for commuter bus loading at off-street terminals and at special curbside loading areas at non-congested locations.

POLICY 6

Make convenient transfers possible by establishing common or closely located terminals for local and regional transit systems.

POLICY 7

Continue ferries and other forms of water-based transportation as an alternative method of travel between San Francisco and the north bay.

OBJECTIVE 18

ENSURE THAT THE NUMBER OF AUTO TRIPS TO AND FROM DOWNTOWN WILL NOT BE DETRIMENTAL TO THE GROWTH OR AMENITY OF DOWNTOWN.

POLICY 1

Do not increase (and where possible reduce) the existing automobile capacity of the bridges, highways and freeways entering the city.

POLICY 2

Provide incentives for the use of transit, carpools and vanpools, and reduce the need for new or expanded automobile parking facilities.

POLICY 3

Discourage new long-term commuter parking spaces in and around downtown. Limit long-term parking spaces serving downtown to the number that already exists.

POLICY 4

Locate any new long-term parking structures in areas peripheral to downtown. Any new peripheral parking structures should: be concentrated to make transit service efficient and convenient; be connected to transit shuttle service to downtown; provide preferred space and rates for van and car pool vehicles.

POLICY 5

Discourage proliferation of surface parking as an interim land use, particularly where sound residential, commercial or industrial buildings would be demolished.

OBJECTIVE 19

PROVIDE FOR SAFE AND CONVENIENT BICYCLE USE AS A MEANS OF TRANSPORTATION.

POLICY 1

Include facilities for bicycle users in governmental, commercial, and residential developments.

POLICY 2

Accommodate bicycles on regional transit facilities and important regional transportation links.

POLICY 3

Provide adequate and secure bicycle parking at transit terminals.

MOVING AROUND DOWNTOWN

OBJECTIVE 20

PROVIDE FOR THE EFFICIENT, CONVENIENT AND COMFORTABLE MOVEMENT OF PEOPLE AND GOODS, TRANSIT VEHICLES AND AUTOMOBILES WITHIN THE DOWNTOWN.

POLICY 1

Develop the downtown core as an automobile control area.

POLICY 2

Organize and control traffic circulation to reduce congestion in the core caused by through traffic and to channel vehicles into peripheral parking facilities.

POLICY 3

Locate drive-in, automobile-oriented, quick-stop and other auto-oriented uses on sites outside the office retail, and general commercial districts of downtown.

POLICY 4

Improve speed of transit travel and service by giving priority to transit vehicles where conflicts with auto traffic occur, and by establishing a transit preferential streets system.

POLICY 5

Develop shuttle transit systems to supplement trunk lines for travel within the greater downtown area.

POLICY 6

Maintain a taxi service adequate to meet the needs of the city and to keep far as reasonable.

POLICY 7

Encourage short-term use of existing parking spaces within and adjacent to the downtown core by converting all-day commuter parking to short-term parking in areas of high demand. Provide needed additional short-term parking structures in peripheral locations around but not within the downtown core, preferably in the short-term parking belt.

POLICY 8

Make existing and new accessory parking available to the general public for evening and weekend use.

OBJECTIVE 21

IMPROVE FACILITIES FOR FREIGHT DELIVERIES AND BUSINESS SERVICES.

POLICY 1

Provide off-street facilities for freight loading and service vehicles on the site of new buildings sufficient to meet the demands generated by the intended uses. Seek opportunities to create new existing buildings.

POLICY 2

Discourage access to off-street freight loading and service vehicle facilities from transit preferential streets, or pedestrian-oriented streets and alleys.

POLICY 3

Encourage consolidation of freight deliveries and night-time deliveries to produce greater efficiency and reduce congestion.

POLICY 4

Provide limited loading spaces on street to meet the need for peak period or short-term small deliveries and essential services, and strictly enforce their use.

POLICY 5

Require large new hotels to provide off-street passenger loading and unloading of tour buses.

OBJECTIVE 22

IMPROVE THE DOWNTOWN PEDESTRIAN CIRCULATION SYSTEM, ESPECIALLY WITHIN THE CORE, TO PROVIDE FOR EFFICIENT, COMFORTABLE, AND SAFE MOVEMENT.

POLICY 1

Provide sufficient pedestrian movement space.

POLICY 2

Minimize obstructions to through pedestrian movement on sidewalks in the downtown core.

POLICY 3

Ensure convenient and safe pedestrian crossings.

POLICY 4

Create a pedestrian network in the downtown core area that includes streets devoted to or primarily oriented to pedestrian use.

POLICY 5

Improve the ambience of the pedestrian environment.

SEISMIC SAFETY

OBJECTIVE 23

REDUCE HAZARDS TO LIFE SAFETY AND MINIMIZE PROPERTY DAMAGE AND ECONOMIC DISLOCATION RESULTING FROM FUTURE EARTHQUAKES

POLICY 1

Apply a minimum level of acceptable risk to structures and uses of land based upon the nature of the use, importance of the use to public safety and welfare, and density of occupancy.

POLICY 2

Initiate orderly abatement of hazards from existing buildings and structures, while preserving the architectural design character of important buildings.

POLICY 3

Require geologic or soil engineering site investigation and compensating structural design based on findings for all new structures in special geologic study areas.

POLICY 4

Review and amend at regular intervals all relevant public codes to incorporate the most current knowledge and highest standards of seismic design, and support seismic research through appropriate actions by all public agencies.

DOWNTOWN

INTRODUCTION

This is the area plan for Downtown San Francisco. It contains objectives and policies to guide decisions affecting the downtown area. It also contains some of the background to the objectives and policies and some of the key actions to implement them; they are described more extensively in the separate publication of the Plan.

The Downtown Plan grows out of an awareness of the public concern in recent years over the degree of change occurring downtown — and of the often conflicting civic objectives between fostering a vital economy and retaining the urban patterns and structures which collectively for the physical essence of San Francisco.

The Plan foresees a downtown known the world over as a center of ideas, services and trade and as a place for stimulating experiences. In essence, downtown San Francisco should encompass a compact mix of activities, historical values, and distinctive architecture and urban forms that engender a special excitement reflective of a world city.

SPACE FOR COMMERCE

OBJECTIVES AND POLICIES

OBJECTIVE 1

MANAGE ECONOMIC GROWTH AND CHANGE TO ENSURE ENHANCEMENT OF THE TOTAL CITY LIVING AND WORKING ENVIRONMENT.

POLICY 1

Encourage development which produces substantial net benefits and minimizes undesirable consequences. Discourage development which has substantial undesirable consequences which cannot be mitigated.

The Downtown Plan recognizes the need to create jobs, especially for San Franciscans, and to continue San Francisco's role as an international center of commerce and services. New jobs to enhance these city functions, to expand employment opportunities, and to provide

added tax resources, make downtown growth at a reasonable scale a desirable course for the city.

Downtown provides the principal source of new jobs for city residents. Currently, 56 percent of the 280,000 existing downtown jobs are held by San Franciscans. New jobs are expected to provide opportunities at all skill and wage levels. A likely distribution of new jobs by occupation is: professional, technical, administrative, managerial, about 50%; clerical, sales, and service, about 40%; crafts, operatives, and other, about 10%. A likely distribution of new jobs by wages and salaries is: less that $15,000, about 25%; $15,000-$24,999 about 34%; $25,000-$49,999 about 30%; and $50,000 and above about 11%.

The City Planning Commission now requires the sponsors of new downtown buildings to notify the city at least six months prior to project completion, of prospective building tenants and job opportunities, particularly entry level positions. This information is used to design and structure job training programs and help direct those seeking employment to job opportunities. These efforts should be intensified with new methods initiated to increase the percentage of new jobs going to San Franciscans.

The focus of the Plan is to allow appropriate growth but to manage vigorously its effects — preventing building where change would diminish the city's character or livability. The maximum potential for growth under the recommended Plan is considerably less than under the current Planning Code. The existing Code permits a level of growth far in excess of what can be realistically expected or, more importantly, what is desirable. Under the Plan's proposals the downtown growth rate for offices is projected to be slowed significantly, from an average of 1.6 million square feet per year to 840 thousand square feet per year.

It is the premise of the Plan that if the transportation and housing policies and targets, its recommendations for the height, bulk, and density of buildings, and open space features are followed, this lower rate of growth projected for the city can continue without adverse consequences. On the other hand, if this Plan or proposals similar in nature or intent are not followed, the growth rate may need to be slowed as a matter of deliberate public policy.

Key sections of the Plan identify what must be done to absorb new job growth in San Francisco, particularly in two critical supporting systems — transportation and housing. The Plan contains these basic targets: an annual average of 1,000 to 1,500 housing units should be built to reduce the effects of increased employment on the housing market. It also indicates that ridesharing must be expanded to a point where the number of persons commuting by auto or van increases from 1.48 to 1.66 persons per vehicles. The use of transit by downtown workers must increase from 60% to 67% of all work trips in order to avoid unacceptable levels of congestion.

The Residence Element of the Master Plan lays out a course by which the housing targets may be achieved. The Moving About Chapter of this Plan lays out a course by which the transportation targets may be achieved. The Transit Development Fee assessing new office construction $5 per foot to assist in expanding public transit, and the Office Housing Production Program requiring housing assistance in proportion to office space added will assist in meeting these targets.

Few issues stimulate as much public debate as do downtown development and implications of growth in new office construction.

The C-3 districts of downtown San Francisco represent the largest concentration of commercial activity and employment in the Bay Region. There are four principal kinds of commercial uses downtown: office, retail, hotel, and support commercial. The demand for these various types of space and the implications of accommodating that demand are primary concerns of this Plan.

OFFICE SPACE

Background

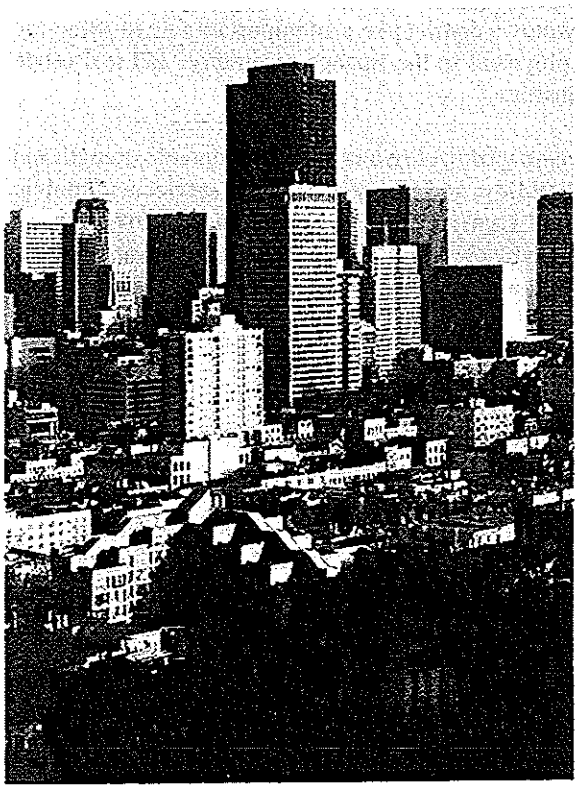
Office space in downtown San Francisco provides the city and Bay Area with an active source of employment and a strong economic base that generates activity and employment in other sectors of the local and regional economy. More than 60 million square feet of office space combine with about 40 million square feet of retail, hotel, housing, cultural, institutional, industrial and other related space in the C-3 district. This total of over 100 million square feet of space provides employment opportunities for more than 280,000 city and Bay Area residents.

A wide variety of business activities are conducted in downtown office space. Corporate headquarters, financial institutions, insurance companies, major utilities, business and professional services occupy more than 42

million square feet in the primary office (C-3-O) district. Over 220,000 office workers are employed in a wide range of managerial, professional, clerical, and less skilled occupations serving international, national, regional and local markets. These activities include executive, administrative and information processing functions. Rental rates for space in this district are among the highest in the region, reflecting the desirability of this location.

In addition to office space in the C-3-O district, almost five million square feet of office space are located in the C-3-R district. Another nine million square feet are in the C-3-G district, and five million square feet are in the C-3-S district. In addition to the primary office activities, office space in these areas contains government services, wholesaling, display, customer services, import-export trade, and retail service businesses.

The supply of downtown office space has shown unprecedented growth in recent years. During the 17 years between 1965 and 1981 office building construction in the city more than doubled, growing from 26 million square feet to 55 million square feet. This represents an average annual growth rate of more than 1.7 million square feet per year. Most of this space was built in the C-3 districts.



Most of the rapid growth has occurred in the C-3-O district, where corporate, administrative, managerial, real estate, advertising and public relations firms value the prestige and image of a location in downtown San Francisco and benefit from close physical proximity and face-to-face contacts. Demand for C-3-O locations has remained strong. Competition for space in the more desirable locations has supported higher rents, spurred new construction, and expanded the size of the office district. As this has occurred, those office activities such as smaller businesses which are more sensitive to the cost of a central location have shifted to peripheral locations. They have brought pressure for conversion of non-office uses—such as retail, housing, and light industry—to office space. Other office activities particularly susceptible to automation and requiring buildings with large floor areas (such as information processing or "back office" functions) have sought more outlying sites and in some cases have chosen locations outside the C-3 districts to meet their space needs.

In addition to concern about displacement of non-office activities and loss of large "back office" activities, rapid growth of downtown office space has led to concern about the physical scale of development and its effect on urban form including skyline, sunlight and wind, open space, preservation of architecturally important buildings, and transportation.

As long as potential problems in these areas are avoided, downtown will remain the primary location for those activities of commerce attracted to San Francisco for its "image," its accessibility, close association with similar firms, support commercial services available, the variety of restaurants, entertainment, clubs, hotels, retail services, and the generally urbane quality of the environment.

OBJECTIVES AND POLICIES

OBJECTIVE 2

MAINTAIN AND IMPROVE SAN FRANCISCO'S POSITION AS A PRIME LOCATION FOR FINANCIAL, ADMINISTRATIVE, CORPORATE, AND PROFESSIONAL ACTIVITY.

Almost two-thirds of the city's new permanent jobs in recent years have been located in the downtown financial district. This growth — primarily in finance, insurance, real estate activities, and business services

reflects the city's strong competitive advantage in this sector. Since the office sector is the city's major provider of employment opportunities, it is essential that its vitality remain at a high level.

POLICY 1

Encourage prime downtown office activities to grow as long as undesirable consequences of such growth can be controlled.

Downtown office space expansion during the last two decades has greatly shaped the city economically and physically. This growth, while supporting the economic vitality of the city, has not been without environmental and aesthetic costs. As public facilities become strained, the marginal costs and benefits may indicate limits to growth. Furthermore, the social and environmental costs must be weighed against economic benefits. The costs include:

- Effects of overly-large office on the scale and character of the city;
- Destruction and replacement of buildings of significant architectural merit;
- Reduction in remaining areas of sunshine reaching streets and publicly accessible open space;
- Effects of street level winds on the pedestrian;
- Effects of commuter traffic on downtown congestion, air pollution, energy use, and consumption of land for parking;
- Overburdened public transit systems that connect the downtown to the city and surrounding region;
- Increased traffic noise;
- Effect of increased employment demand on existing services and increased pressures on a limited housing supply; and
- Conversion of existing housing, retail, and service commercial space to office space.

In order for economic and job growth resulting from office space development to continue, these adverse effects must be kept within acceptable limits.

The proposed policies and actions in this Plan are aimed at eliminating, reducing, or controlling the negative effects brought about by further accommodation of downtown office space. The Plan addresses these potential consequences by recommending substantial changes in downtown zoning. These would control the height and bulk of new buildings, as well as encourage the preservation of significant existing buildings. The Plan also contains policies for improving transportation, improving the pedestrian environment, and adding more open space for those who work downtown.

These proposals and others are discussed in greater detail in subsequent chapters of the Downtown Plan.

POLICY 2

Guide location of office development to maintain a compact downtown core and minimize displacement of other uses.

San Francisco is fortunate to have an extremely well-served, compact downtown office core area that also provides opportunities for growth. The scale of the downtown district plays an important role in attracting employment in the finance, insurance, and real estate industries.

A compact downtown ensures its economic strength and desirability, and makes it easier to service with public transit. Land use controls should continue to encourage growth in a way that enhances the concentration of the downtown office district.

RETAIL SPACE

Background

Downtown San Francisco's proposed C-3 districts currently contain nearly $8.2 million square feet of retail shops and restaurants serving residents, workers, and visitors. This space provides employment opportunities for 23,000 retail workers, mostly in sales and service occupations.

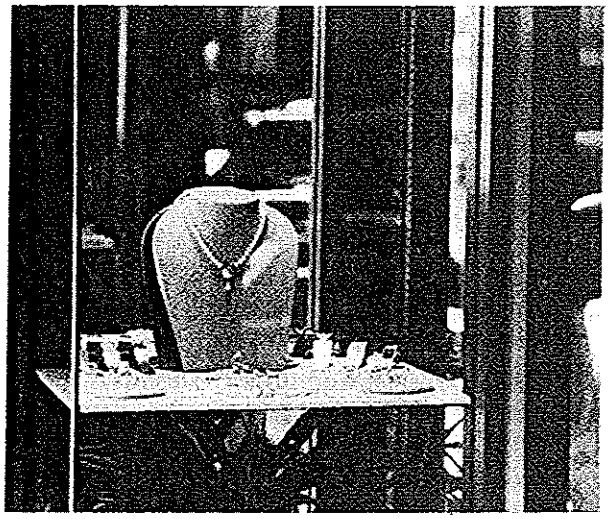
Retail functions are distributed throughout downtown. The greatest concentration of retail and personal serv-

ices is in the retail core, generally bounded by Powell, Sutter, Kearny and Market. This area is the center for specialized comparison retail shopping within the Bay Area. It contains nearly 3.4 million square feet of retail stores and restaurants, including six major retailers, each with more than 100,000 square feet.

The Union Square area contains many of the city's finest shops and hotels and, along with Manhattan's Fifth Avenue and Chicago's Michigan Avenue, is one of the strongest downtown retail districts in the country.

The downtown office core contains two million square feet of retail establishments. Embarcadero Center and the Crocker Galleria are major shopping destinations. However, most of the retail space is located in the lower floor of office buildings.

Retail activity in the Market-Van Ness area serves office workers of the Civic Center area and patrons of nearby performing arts facilities.



Retail trade in the C-3-S zone occupies about 650,000 square feet of space. This is a relatively small proportion of the total space in the district, largely because it has low residential and daytime employment densities and at present no major visitor attractions except the newly opened Moscone Convention Center. Retail activity in the area is expected to increase sharply as the Yerba Buena Center develops.

At least two other major activities locate near retail activity. Branch banks, providing what are traditionally called retail banking functions, occupy approximately 1.3 million square feet of ground floor space in the C-3 districts. Retail services, such as hairdressers, travel agencies, and medical professionals, occupy approximately three million square feet in downtown San Francisco. A large number of these services are located in upper story office space in the C-3-R district.

Growth has caused some decentralization and fragmentation of the traditional retail core. Embarcadero Center and Crocker Galleria are examples if sizable new retail development outside the Union Square area. Tourist and visitor-oriented retail growth has extended from Fisherman's Wharf and Chinatown to Pier 39 and some neighborhood commercial districts, such as Union Street. Visitor-oriented trade is expected for the new Yerba Buena shops and restaurants and the Ferry Building now proposed for renovation. Even with these changes, activity near Union Square remains strong, with the recent completion of two large, high-quality clothing stores: Saks Fifth Avenue and Neiman-Marcus.

Throughout the C-3 districts, smaller-scale, pedestrian-oriented streets are becoming lined with restaurants, shops, and lounges. These commercial-recreation streets, such as Maiden Lane, Belden, and Front between California and Sacramento, are important attributes of the downtown.

Despite the health of retail trade downtown, rapid growth of office space and a diminishing supply of available land in the office core north of Market have led to concern about encroachment of office development into the traditional retail areas. Upper story space traditionally used by retail services could easily be converted for office users able to pay higher rents. Conversions from retail to office space, such as those of the former Sloan's and Livingston's, give rise to the concern.

OBJECTIVES AND POLICIES

OBJECTIVE 3

IMPROVE DOWNTOWN SAN FRANCISCO's POSITION AS THE REGION'S PRIME LOCATION FOR SPECIALIZED RETAIL TRADE.

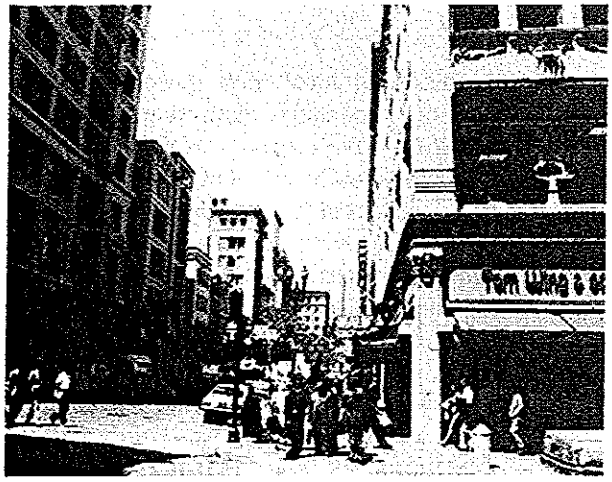
Factors responsible for San Francisco's significant downtown retail trade district include a large number of specialized and attractive shops, proximity to a large, relative affluent workday population, high usage by city and Bay Area residents, accessibility via an extensive regional and citywide transit system, and the nearby location of major hotels serving a large visitor population. This combination of factors must be maintained and improved to keep the downtown retail sector prosperous.

POLICY 1

Maintain high quality, specialty retail shopping facilities in the retail core.

The downtown retail shopping area has developed into a compact, highly accessible specialty retail center for the Bay Area. The concentration of quality stores and merchandise allows the retail area to function as a regional, as well as a citywide attraction. The appeal of this district is enhanced by the sunny pedestrian environment in and around Union Square. The city should ensure that further development retains the area's compactness and does not endanger the pleasant environmental setting.

Only growth compatible with existing uses and reinforcing the retail function should be encouraged. Similarly, circulation within the area, and awareness of physical design amenities should be observed in promoting development of the downtown retail sector.



POLICY 2

Encourage the retail businesses which serve the shopping needs of less affluent downtown workers and local residents.

While the retail district has become a specialized specialty shopping center with higher priced merchandise it need not be exclusively such a center. It can and should continue to serve the needs of lower income shoppers as well. Continued location of stores offering lower priced merchandise should also be encouraged in the retail district and throughout downtown.

POLICY 3

Preserve retail service businesses in upper floor offices in the retail district.

Personal services such as hairdressers, travel agents, and medical professionals are an important component of the downtown retail sector. Ample space should be provided for such uses.

POLICY 4

Limit the amount of downtown retail space outside the retail district to avoid detracting from its economic vitality.

It is important to ensure that the convenience shopping needs of office workers and nearby residents are met and that ground floor retail frontage and pedestrian amenities are provided throughout downtown.

However, too much retail space in too many scattered locations could weaken the retail district since its major strength is its concentration of uses.

POLICY 5

Meet the convenience needs of daytime downtown workers.

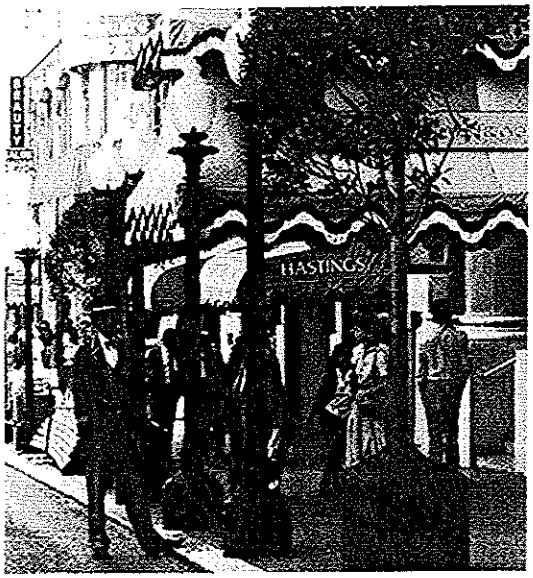
Nearly 280,000 people work in the C-3 district is downtown San Francisco. Many eat in nearby restaurants, shop for convenience items during their lunch breaks, or use various retail and personal services. It is important that these shops, restaurants, and services be easily accessible to many workers who may have limited time available during the work day.

HOTEL SPACE

Background

Visitor trade constitutes an important economic base and job source for San Franciscans. It generates substantial revenues in many related economic areas, including transportation, general merchandising, eating and drinking places, other retail trade, personal services, and entertainment and recreation. By far the largest expenditures by visitors are for hotels, followed by restaurants and retail purchases.

Downtown San Francisco's C-3 districts have more than 60 visitor hotels occupying about nine million gross square feet and offering more than 16,000 rooms. These hotels range in size from the San Francisco Hilton with 1,728 rooms to small bed-and-breakfast inns with ten or fewer rooms. However, most have between 100 and 250 rooms. These hotels cater to conventioneers and tour groups, as well as to individual business travelers and tourists. Most of the hotels in the C-3 district are clustered in the C-3-G and C-3-R districts around Union Square and to the west.



OBJECTIVES AND POLICIES

OBJECTIVE 4

ENHANCE SAN FRANCISCO'S ROLE AS A TOURIST AND VISITOR CENTER.

POLICY 1

Guide the location of new hotels to minimize their adverse impacts on circulation, existing uses, and scale of development.

Hotels and other visitor - oriented uses naturally tend to locate in geographical proximity to one another just as other sectors of the economy. Proximity to other hotels, restaurants, convention facilities, business appointments, sightseeing interests, other retail, and entertainment enhances visitor appeal. However, too great a concentration of large hotels can overwhelm the scale and character of an existing district or create unmanageable traffic problems. Unchecked pressure to develop additional tourist hotels in mixed residential and commercial neighborhoods can lead to conversion of existing dwelling units for tourist accommodations, as well as alter the presentation of ground floor retail activities.

While it is important to allow hotels to locate in visitor activity areas, downtown San Francisco is compact enough for large new hotels to locate in the South of Market near the convention center and still take advantage of many visitor services located north of Market.

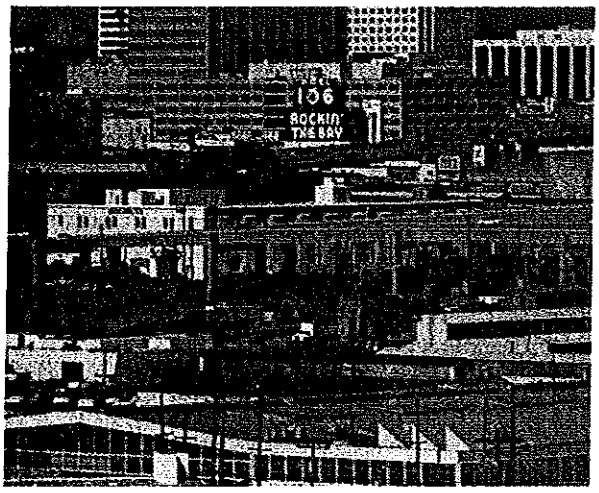
SUPPORT COMMERCIAL SPACE

Background

Support commercial involves a broad spectrum of functions, including business services, sale and repair of office equipment, printing, wholesaling, distribution, delivery services, blueprinting, and maintenance services. It also involves the so-called back office functions, such as billing, data processing, record storage, and drafting and secondary office functions for sales, wholesale, and distribution activities. Like other categories of commercial space, these functions are distributed throughout the C-3 district and in adjacent areas surrounding the downtown. They also tend to cluster and are more prevalent in the lower rent and lower rise structures at the periphery of the C-3 district.

Between 1960 and 1980 San Francisco's employment growth has been principally in services; finance, insurance, and real estate; and transportation, communications, and utilities. These jobs are primarily office jobs. Employment growth has caused considerable pressure to develop vacant land for offices, and to convert existing space to office space. These pressures have affected parts of downtown that have traditionally provided non-office support-commercial employment.

A considerable amount of support commercial activities exist in the C-3-G and C-3-S zones between Market and Folsom Street and west of Fourth Street. These contain a number of major back office and information processing buildings where bank and insurance companies conduct data processing and billing functions. They also include numerous smaller firms carrying on a wide range of diverse commercial activities — printing, photo processing, vehicle maintenance, warehousing, paper warehousing, and machinery sales and service. It is unlikely that the support commercial activity in this area will be displaced by prime office functions during the foreseeable future. However, some conversion of older buildings to office space may occur.



OBJECTIVES AND POLICIES

OBJECTIVE 5

RETAIN A DIVERSE BASE OF SUPPORT COMMERCIAL ACTIVITY IN AND NEAR DOWNTOWN.

POLICY 1

Provide space for support commercial activities within the downtown and in adjacent areas.

The strength of the prime office activities concentrated downtown is dependent upon a wide range of support commercial activities nearby. These activities provide a substantial number of jobs and enhance the overall economic vitality of the city and promote diversity in employment. Land use policies should assure the availability of adequate space for these activities.

LOCATION AND DENSITY OF COMMERCIAL SPACE

Background

Each of the four main downtown commercial functions--office, retail, hotel and support commercial--occurs to some extent throughout the entire downtown, but each has one predominant location where most activities are clustered. These concentrations of office, retail, hotel, and support commercial space coincide roughly with the boundaries and primary functions of the four existing downtown use districts.

OBJECTIVES AND POLICIES

OBJECTIVE 6

WITHIN ACCEPTABLE LEVELS OF DENSITY, PROVIDE SPACE FOR FUTURE OFFICE, RETAIL, HOTEL, SERVICE AND RELATED USES IN DOWNTOWN SAN FRANCISCO.

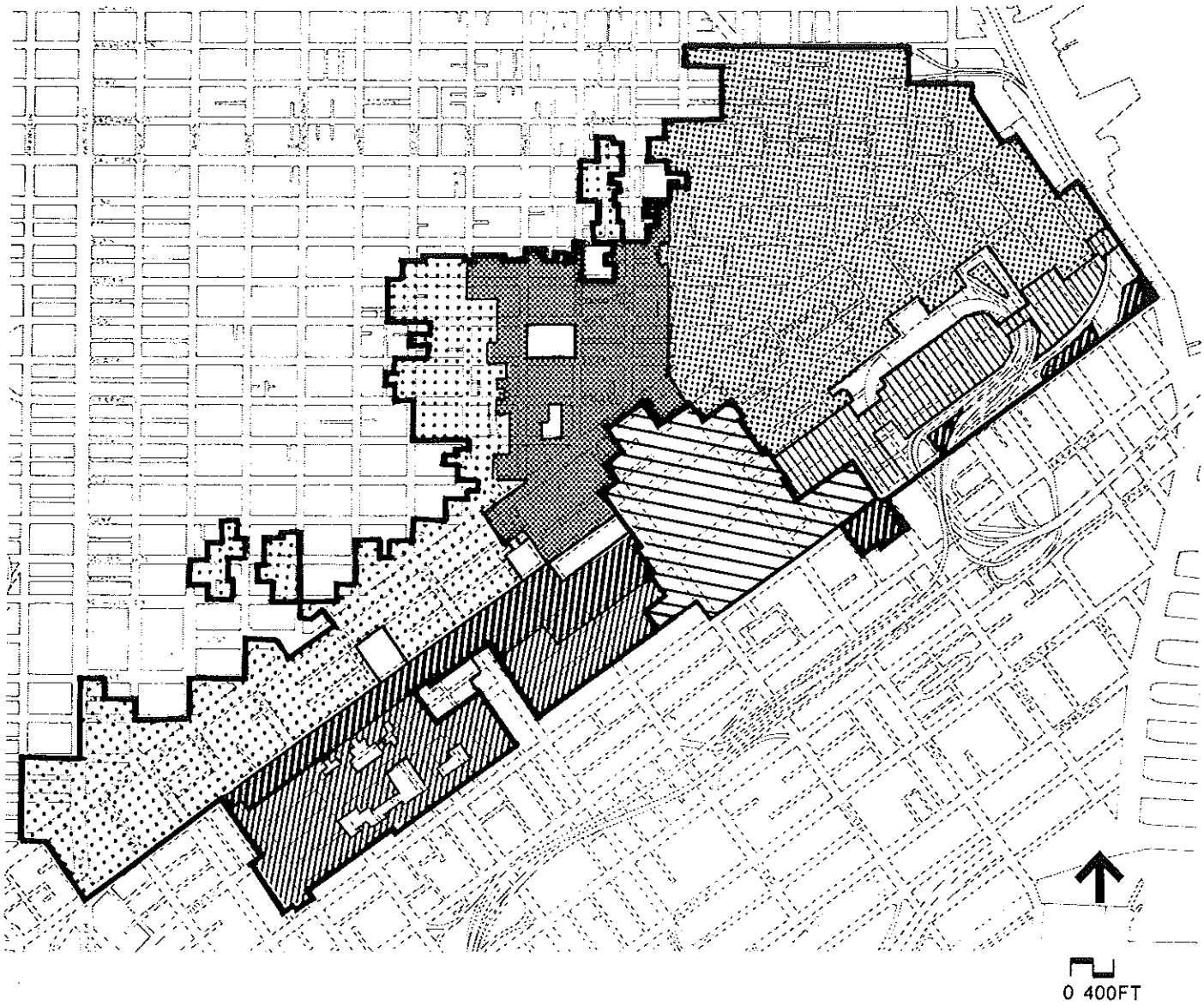
POLICY 1

Adopt a downtown land use and density plan which establishes subareas of downtown with individualized controls to guide the density and location of permitted land use.

Doing business downtown is convenient because activities, services, goods, and amenities are closely spaced. Variety in close proximity is the hallmark of major urban centers. Equally important is the relative balance among various groups of activities. Business support services are no less important than prime office space. Hotels, retail stores, banks, personal services, wholesaling, repair services, restaurants, and cultural activities contribute to the mixture and strength downtown. They help make it a desirable place to do business and a desirable place to work.

Commercial activities are grouped in clusters downtown. The financial core of banks and office buildings is concentrated on Montgomery, California, and lower Market. The retail core is centered around Union Square. Hotels, theaters, clubs and restaurants are clustered around Mason, Powell, and Geary. Distances between these centers are short, but the edges of each are somewhat blurred with overlapping uses from adjacent activity centers.

These clusters should be reinforced, each maintaining its predominant activity without losing the essential urban qualities that a mix of uses provides. Major office towers can be constructed on sites remaining in the financial core north and south of Market and in an expanded area south of Market centered on the Transbay Bus Terminal. Concentrating office towers in these locations protects the fine scale and rich mix of uses in Chinatown, Jackson Square, Kearny Street, Union Square, Mid-Market, North of Market-Tenderloin, and the hotel-entertainment area near Mason Street.



DOWNTOWN LAND USE AND DENSITY PLAN

Map 1

Predominant Commercial Use Type	Building Commercial Intensity Density*	Height	Appropriate Zoning District
Downtown Office	FAR 9:1		C-3-O
Downtown Office	6:1		C-3-O (SD)
Downtown Retail	6:1		C-3-R
Downtown General Commercial	6:1		C-3-G
Downtown Service	5:1		C-3-S
Downtown Service, Industrial Housing Conservation	2:1 office, 5:1 other		C-3-S (SU)
Mixed Use	See Yerba Buena Center Redevelopment Plan		

*Unused FAR may be transferred from preservation sites to development sites up to a maximum FAR of 18:1 in the C-3-O and C-3-O (SD) districts and up to one and one half times the basic FAR in the C-3-R, C-3-G and C-3-S districts. See Preservation of the Past Chapter.

Support commercial and secondary office demand can be absorbed in a number of locations: Market Street west of Fifth Street, portions of the south of Market west of YBC, the Van Ness corridor, Second Street corridor south of the C-3 district, Jackson Square, and the northern waterfront. A major new source of space for support commercial and secondary office may also be provided at Mission Bay.

The principal hotel functions are encouraged as part of Yerba Buena Center. The Plan proposes to protect and encourage major retailing along Market Street from Powell to Kearny, in the Union Square area, and along Sutter, Post, Grant, and Kearny Streets.

In addition to supporting large clusters of activities within an overall mix, lively street level activity with ground floor retail uses should be provided throughout the downtown. New development should be permitted and encouraged within the context of transitional values of fine-scale, architectural design, pedestrian-oriented active street life with a mixture of uses, sunlit sidewalks and open space, and respect for the quality of the existing development.

Key Implementing Actions

Modify C-3 use districts to conform to the Downtown Land Use and Density Plan (Map 1).

DOWNTOWN OFFICE
(C-3-O DISTRICT)

Lower the base FAR; Revise district boundaries; Encourage public serving uses on the ground floor.

DOWNTOWN RETAIL
(C-3-R DISTRICT)

Lower the base FAR; Revise district boundaries; Make retail uses the primary uses of the ground floor; Generally limit offices to those providing services to the general public and permit large scale offices only by conditional use; Permit hotels only by conditional use.

DOWNTOWN GENERAL COMMERCIAL
(C-3-G DISTRICT)

Allow residential uses above the base FAR as conditional uses; Revise district boundaries; Encourage provision of retail and personal service uses along the ground floor street frontage; Protect existing housing.

DOWNTOWN SUPPORT
(C-3-S DISTRICT)

Lower the base FAR; Allow residential uses above the base FAR as conditional uses; Revise district boundaries; Require ground floor retail along the street frontage; Protect existing housing.

SPACE FOR HOUSING

Background

Housing close to downtown contributes greatly to downtown vitality, helping to ensure that it remains active after working hours.

Housing downtown consists of apartments, condominiums, and residential hotels.

Residential hotels are concentrated in Chinatown, North of Market, and South of Market along Sixth Street. More than two-thirds of the city's 20,500 residential hotel units are in the downtown area.

Apartment buildings are concentrated west of downtown. Many of these buildings have ground floor commercial uses. Smaller duplexes and sixplexes are located along some of the narrower interior streets South of Market. New construction in the last decade has involved primarily large-scale condominium projects at the edges of the downtown commercial districts.

The nearly completed Golden Gateway redevelopment project contains about 1,400 new housing units in close proximity to downtown. Several major office projects include upper story housing.

As the downtown office district continues to grow, the pressure to demolish housing or convert is to nonresidential uses will increase. The pressure to some extent comes from commercial and retail activities that need nearby locations to serve downtown business and workers. Areas most affected are the South of Market (west of the Yerba Buena Center), North of Market (Tenderloin), Chinatown, and North Beach neighborhoods.

To preserve the scale and character of outlying neighborhoods and promote the vitality of downtown, most new housing should be located adjacent to downtown in underused industrial and commercial areas. At the same time, the existing housing supply in and adjacent to downtown should be protected from demolition or conversions to nonresidential use.

OBJECTIVES AND POLICIES

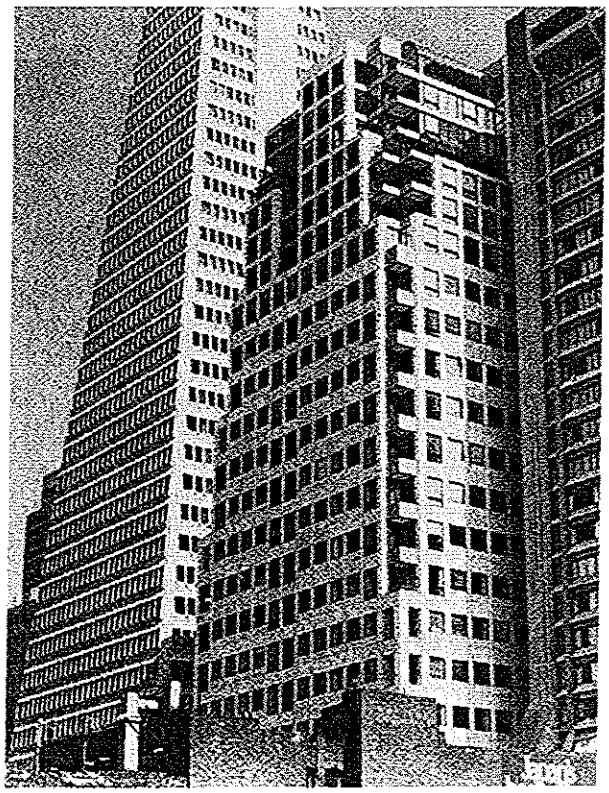
OBJECTIVE 7

EXPAND THE SUPPLY OF HOUSING IN AND ADJACENT TO DOWNTOWN.

POLICY 1

Promote the inclusion of housing in downtown commercial developments.

Mixed residential/office building development near the heart of downtown would provide needed housing and add vitality to an area that lacks life at night and on weekends. Various incentives should be provided in appropriate cases to encourage housing in the downtown area. Housing in excess of base FAR should be permitted in the Downtown General and Downtown Support Districts.



POLICY 2

Facilitate conversion of underused industrial and commercial areas to residential use.

Opportunities exist for major new residential development in certain areas close to downtown, as shown on Map 2. New housing can be provided there without significant displacement of existing residential units or commercial or industrial activity. In some areas, entire new residential neighborhoods can be created. In others, housing can be introduced on vacant or underused sites adjacent to sites that are and will remain in active commercial or industrial use.

OBJECTIVE 8

PROTECT RESIDENTIAL USES IN AND ADJACENT TO DOWNTOWN FROM ENCROACHMENT BY COMMERCIAL USES.

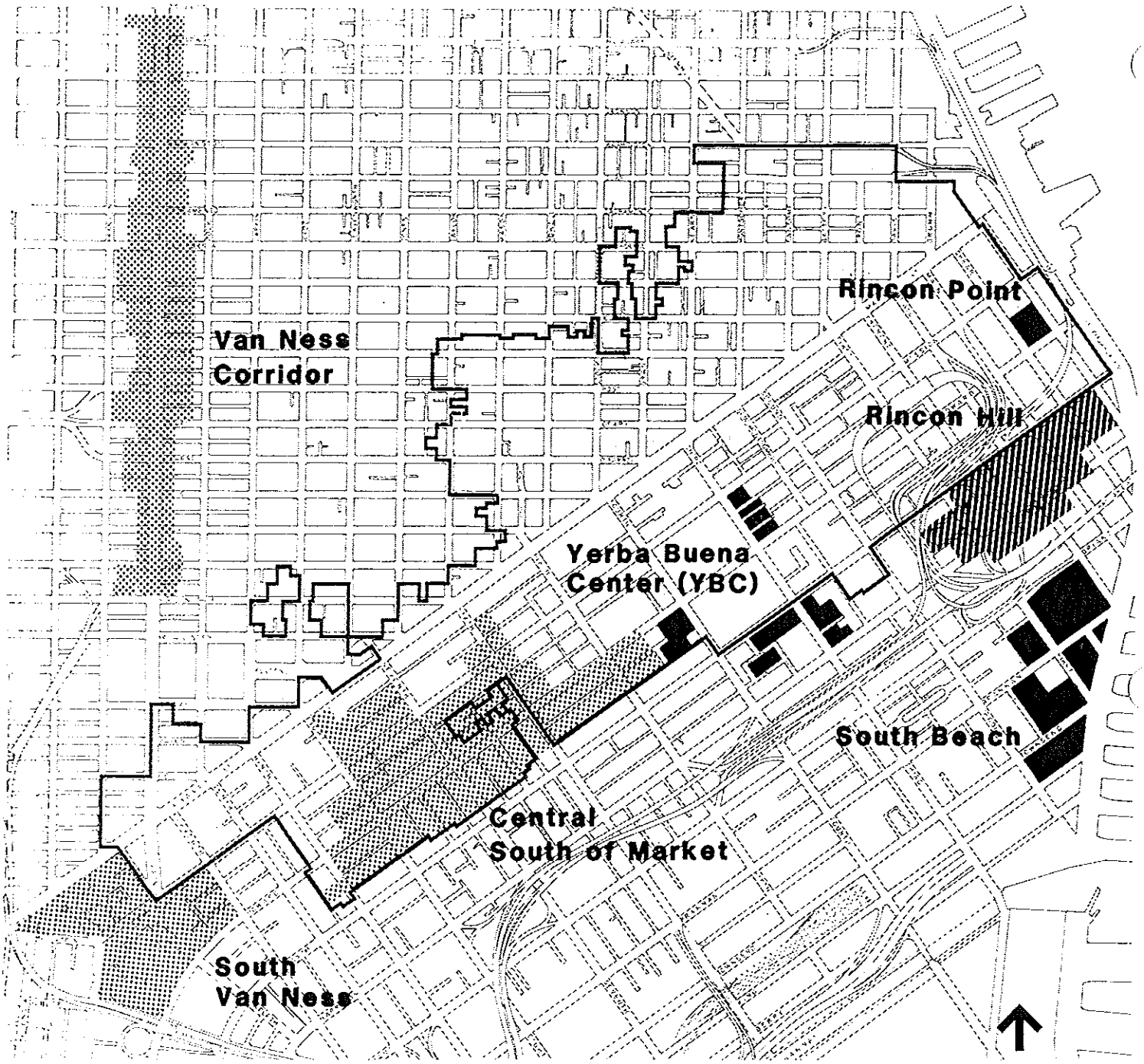
Residential units existing near downtown are the city's major source of inexpensive housing and are virtually irreplaceable given the cost of new construction and reduced public resources. Therefore, retention of units in and adjacent to the downtown is a key component of the city's housing program.

POLICY 1

Restrict the demolition and conversion of housing in commercial areas.

Many parts of San Francisco were developed before zoning regulations separated various types of land uses. As a result, many thousands of housing units were built in and around downtown in areas also containing many commercial uses. Many of these areas are currently zoned commercial. Most of these housing units are sound or rehabilitable and are relatively inexpensive. They represent a significant, irreplaceable portion of the city's housing supply. Yet in many cases, because of their location, it may be profitable to convert them to a nonresidential use or demolish them and use the property for nonresidential use.

In commercial areas where there is a concentration of residential use, a form of mixed residential-commercial zoning should be adopted. Conversions of upper floor housing units to nonresidential use should be subject to



AREAS FOR NEW HOUSING NEAR DOWNTOWN

Map 2

Redevelopment Agency Housing Sites

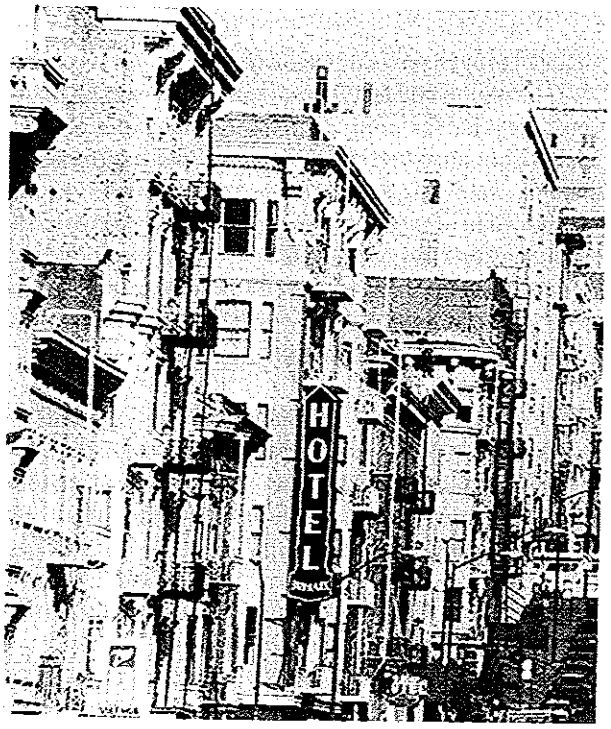
Areas To Be Rezoned For Housing

Potential Housing Areas For Study

Proposed C-3 District Boundary

conditional use review. The City Planning Commission would require evidence that the public benefits of the alternative use are more desirable that retaining the housing.

In commercial areas where the housing is more scattered, it may be more appropriate to regulate only the demolition or conversion of existing units rather than create a special use district which would cover new as well as existing uses.



POLICY 2

Preserve existing residential hotels.

Residential hotels represent a unique, irreplaceable resource for many thousands of lower-income households. Most of these hotels are close to downtown and are subject to continuing pressures for conversion or demolition. As San Francisco grows as a tourist center, residential hotels have been converted to tourist use, either permanently or during the tourist season. Some hotels have been demolished to make way for new commercial development. The loss of these units as housing for permanent residents should be discouraged.

OPEN SPACE

Background

Adequate open space is of vital importance to the desirability of downtown San Francisco as a place to visit, work, or live. As a forest becomes denser, it becomes more difficult to find a sunlit meadow. Similarly, in San Francisco's downtown, sunshine and wind protection, which are essential to the personal comfort of open space users, become of prime importance in the planning for downtown open space.

The Open Space chapter calls for preservation and enhancement of existing open spaces and creation of additional open space through public and private efforts. These open spaces would be connected by a pedestrian network.

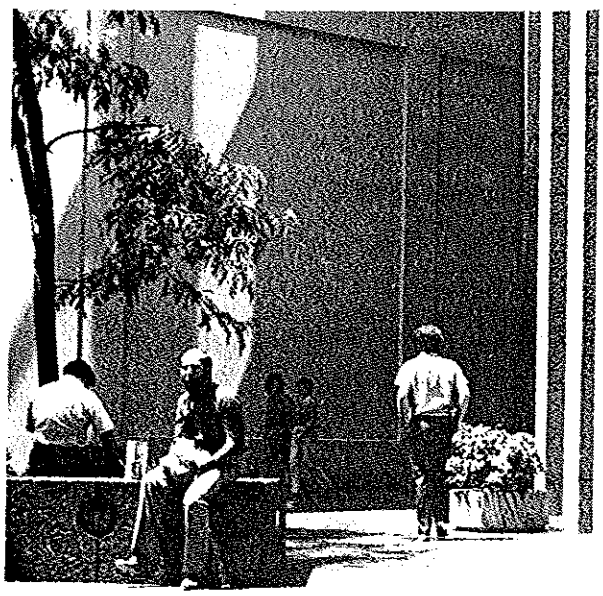
The Plan envisions a downtown that will develop over the next two decades with substantial enhancement of open space. It further envisions the development of a system of linked, sunny open spaces around the high-density downtown core. To the east is the waterfront, and the ample open spaces to be provided between Piers 9 and 24. Pier 7 will become an open space pier. Piers 1 through 5 will have generous shoreline access. The Ferry Building complex will provide additional plazas and sitting areas adjacent to the already generous Justin Herman Plaza and related spaces.

A 4.8-acre Park-Rincon Point Park will be added next to the shoreline promenade between the Agriculture Building and Pier 24. To the north are Sidney Walton Park and the parks on Maritime Plaza. On the west are Portsmouth Square, St. Mary's Square, and Union Square, as well as the sunny streets of the retail district. Major new open space will be added in the Yerba Buena Center project on the central blocks, centered on six acres of park and plaza in the block bounded by Third, Fourth, Mission and Howard Streets.

A major gap in this open space system exists on the southern edge of the downtown core where there is no significant usable open space. A major park or chain of parks and open spaces should be created in the area behind Transbay Terminal. This area is in the open space deficiency area shown on Map 3 and is approximately midway between the proposed Yerba Buena Gardens and Rincon Point Park.

There are a number of possibilities. In the half block bounded by Howard, Fremont, First and bus ramps the allowable density for the block could all be utilized in the northwesterly portion of the block leaving most of the rest of the block for an urban park. If Caltrans acquires the partial blocks immediately behind the Transbay Terminal for an underground extension of the Caltrains commuter Muni service could be moved behind the Terminal with the park on a platform above it, and all or part of the area in front of the terminal could be converted to a plaza. A number of smaller parks and open spaces are also vital ingredients in the overall network. Many of these deserve sunlight protection. They include Hallidie Plaza, Crocker Plaza, the proposed Crocker View and Sun Terrace at 1 Montgomery Street, Mechanics Plaza, and Belden and Front Streets—which could be closed at lunch time exclusively for people.

Opportunities exist to introduce more adequate space for people through continued creative uses of public rights-of-way. Smaller open spaces could be developed, including plazas, garden parks, greenhouse spaces, and "snippets"—small sunny sitting areas. In short, the Plan calls for spaces for people to sit, relax, watch, and enjoy the city.



The first block of Sansome Street could be closed to traffic (except MUNI and emergency vehicles), and redesigned to relate to Citicorp's atrium space under construction at One Sansome, as well as to the Crown Zellerbach Plaza. The end of Second Street between Market and Stevenson could similarly be closed, and connected to open space at the 595 Market Building.

Existing plazas that are uninviting and underused because of shadow, wind, and lack of amenities could be retrofitted with windbreaks, partial glass enclosures, fixed and movable seating, food service, entertainment and water.

This Plan envisions a downtown where almost everyone will be within 900 feet (approximately the length of two east-west blocks north of Market Street) of a publicly accessible space to sit, to eat a brown-bag lunch, to people-watch, to be out of the stream of activity but within sight of its flow. Many of these spaces would be small and privately owned. The height of new buildings adjacent to major spaces would be controlled by the provisions of Proposition K and similar but more flexible criteria to protect sunlight.

Some spaces would be without direct sunlight and the solar heat it provides. These would be made more comfortable through wind protection, partial or total glass enclosure, and through light reflected from surrounding light-colored buildings.

The Plan recognizes that not every space can be permanently assured of direct sunlight at all times. Open space must be balanced with Space for Commerce and Space for Housing. Consequently, height zones, bulk controls, architectural guidelines, and open space guidelines all work together to create a vital, comfortable, and economically vigorous downtown.

A survey of persons using downtown open space was undertaken to establish the service areas of existing parks and plazas which generally meet the proposed standards. The areas falling outside these services areas are considered deficient, and a special effort should be made to create significant open spaces in those areas.

OBJECTIVES AND POLICIES

OBJECTIVE 9

PROVIDE QUALITY OPEN SPACE IN SUFFICIENT QUANTITY AND VARIETY TO MEET THE NEEDS OF DOWNTOWN WORKERS, RESIDENTS, AND VISITORS.

Open space will become increasingly important as the number of persons in downtown grows. Meeting the demand for additional open space in the face of intense competition for land requires both private and public sector action. It also requires imagination, commitment, and a general acknowledgement that open space is essential to the downtown environment.

POLICY 1

Require usable indoor and outdoor open space, accessible to the public, as part of new downtown development.

As development intensifies, greater pressure is placed on the limited downtown park space. New private development should assist in meeting the demand for open spaces that it will create. In newly developing suburban areas, it has become common practice to require developers to contribute to the provision of public facilities, the demand for which is created in part by the development site. San Francisco's Planning Code currently requires that open space be provided to serve residential uses. Open space is obtained either by specifying a maximum lot coverage or by requiring that open area be provided at a certain ratio per dwelling unit, depending on the zoning district and density of development. A requirement to provide needed open space should be extended to non-residential uses in the downtown. Each development should be required to provide open space in a quantity that is directly proportional to the amount of nonresidential space in the building.

San Francisco's climate is such that only sunny, wind-protected outdoor sites are usable on most days of the year. Outdoor spaces should be oriented in relation to adjacent development so that there will be direct sunlight during periods of high usage. Prevailing wind patterns and local wind currents created by adjacent development should also be considered. Barriers to deflect unpleasant winds should be used where appropriate.

POLICY 2

Provide different kinds of open space downtown.

Different kinds of spaces should be provided downtown to assure that a variety of recreation and open space experiences are available to a diverse population. They might take the form of outdoor spaces such as a sun and view terrace, landscaped garden, a plaza or a park. They might also include "snippets" of open spaces — small, sunlit spaces designed to accommodate sitting — such as edges and niches at the base of a building. An attractively landscaped greenhouse structure is desirable in areas where the alternative is a shady, windy plaza.

Public semi-enclosed or enclosed spaces complement outdoor spaces and carry the garden idea into the interior of buildings. They provide the opportunity to relax, and gather around in pleasant, parklike surroundings when rainy, foggy and windy weather prevent the use of parks and plazas. Interior spaces may take the forms of atriums and indoor gardens and parks. In addition, sitting areas in gallerias and arcades, if carefully separated from the circulation space for shoppers or pedestrians, can act as a form of indoor park.

The designs of these facilities should consider the needs of various population groups. Wherever possible, provision should be made for those who desire a quiet secluded location as well as those who enjoy crowds and activity. Food and beverage service usually should be located in or adjacent to open spaces to facilitate public use and enjoyment.

The various kinds of open space should conform generally to the criteria stated in Table 1.

POLICY 3

Give priority to development of two categories of highly valued open space; sunlit plazas and parks.

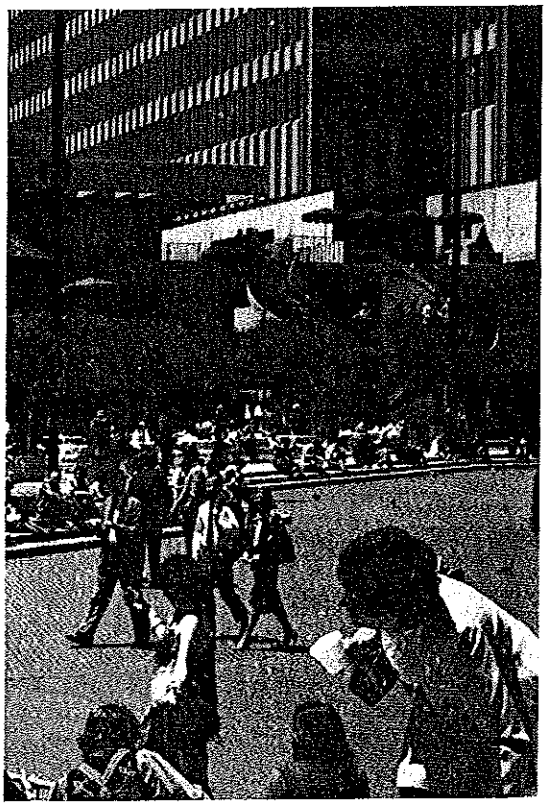
Providing ground level plazas and parks benefits the most people. If developed according to guidelines for access, sunlight design, facilities, and size, these spaces will join those existing highly prized spaces such as Redwood Park, Sidney Walton Park, Justin Herman Plaza, and the State Compensation Building Plaza.

Table 1 GUIDELINES FOR DOWNTOWN OPEN SPACE

	Urban Garden	Urban Park	Plaza	View and/or Sun Terrace	Greenhouse
Description	Intimate sheltered landscaped area.	Large open space with predominantly natural elements.	Primarily hard-surface space.	Wind-sheltered area on upper level.	Partially or fully glassed-in enclosure.
Size	1,200 to 10,000 sq.ft.	Minimum 10,000 sq.ft.	Minimum 7,000 sq.ft.	Minimum 800 sq.ft.	Minimum 1,000 sq.ft. Min. ceiling height 20 ft.
Location	On ground level, adjacent to sidewalk, through-block pedestrianway, or building lobby.		Southerly side of the building. Should not be near another plaza.	Second floor or above. View terraces should only be located in places which have spectacular views.	Locate in places too shady or windy to be used as open space.
Access	Accessible on at least one side of its perimeter.	Accessible from at least one street at Access from several locations encouraged. Park interior to be visible from entrances.	Accessible from a public street at grade or 3' above or below street level connected to street with generous stairs.	Accessible directly from the sidewalk or public corridors. Must provide adequate signage about location and public accessibility at street level, in hallways and elevators.	Accessible from street at grade or 3' above or below street level. Provide several entrances from public rights-of-way.
Seating*, Tables, Etc.	One seating space for each 25 sq.ft. of garden area. One half of seating to be movable. One table for each 400 sq.ft. of garden area.	Provide formal and informal seating, on sculptured lawn. Movable chairs desirable.	One linear foot of seating space per each linear foot of plaza perimeter. One half of seating to consist of benches.	One seating space for every 25 sq.ft. of terrace area.	One seating space for every 25 sq.ft. of floor area.
Landscaping, Design	Ground surface primarily of high quality paving material. Install plant material such as: trees, vines, shrubs, seasonal flowers to creat garden-like setting. Water feature desirable.	Provide lush landscape setting with predominantly lawn surfaces and planting such as: trees, shrubs, ground cover, flowers. Provide a water feature as major focus.	Landscaping is generally secondary to architectural elements. Use trees to strengthen spatial definition and to create peripheral areas of more intimate scale.	Terrace may take one of the following forms: o complex architectural setting which may include art works; o flower garden; o space with trees and other planting.	Interior surface may be a mixture of hard surfaces and planting areas. Water features are desirable.
Commercial Services, Food		Provide food service within or adjacent to the park. 20% of space may be used for restaurant seating taking up no more than 20% of the sitting facilities provided.	Provide retail space including food services in space around plaza. 20% of space may be used for restaurant seating taking up no more than 20% of the seating provided.	Provide food service on or adjacent to terrace.	Provide food service within greenhouse; 20% of greenhouse space may be used for restaurant seating occupying no more than 20% of the seating provided.
Sunlight and Wind	Sunlight to much of the occupied area at lunch time. Shelter from wind.	Sunlight to most of the occupied area from mid-morning to mid-afternoon. Shelter from wind.	Sunlight to much of the occupied area at lunch time. Shelter from wind.	Sunlight to most of the occupied area of terrace at lunch time. Shelter from wind.	Sunlight at lunch time highly desirable but not required.
Public Availability	8 AM to 6 PM Monday through Friday.	At all times.	At all times.	10 AM to 5 PM, Monday through Friday.	10 AM to 5 PM, Monday through Friday.
Other	Security gates, if provided, should be an integral part of the design.	Security gates, if provided, should be an integral part of the design.		In wind exposed locations provide glass enclosure to create comfortable environment.	Include large movable windows or walls to open up greenhouse in warm weather.

* Seating dimensions are as follows
Height : 12" to 36"; ideally 17"
Depth : 14" one-sided; 30-36" double sided.
Width : 30" of linear seating are counted as one seat

Snippet	Atrium	Indoor Park	Public Sitting Area in a Galleria	Public Sitting Area in an Arcade	Public Sitting Area in a Pedestrian Walkway
Small, sunny sitting space.	Glass-covered central open space in the interior of a building or block.	Interior open space where at least one wall facing the street consists entirely of glass.	Through-block, continuous, glass-covered pedestrian passage lined with retail shops and restaurants.	Continuous, covered passageway at street level, defined by building set back on one side and a row of columns along the front lot line.	Sitting area on a sidewalk of a pedestrian-oriented street in a lunchtime mall or in an exclusive pedestrian walkway.
Varying sizes permitted.	Minimum area 1500 sq.ft.; minimum ceiling height 30 ft.	Minimum area 1,000 sq.ft. Minimum ceiling height 20'. Area to be counted against open space requirement cannot exceed twice the area of the glass wall projected onto the floor plane.	Minimum average height 30 ft.; minimum clear area 12 ft. Only public sitting areas outside the circulation space which are buffered from it by various kinds of design elements will qualify.	Minimum clear width 10 ft.; minimum height 14 ft. Only public sitting areas which are delineated from the circulation space by appropriate means will qualify.	Varying sizes permitted.
On new or existing building site.	Interior of building or block.	Building interior adjacent to sidewalk or public open space.	In any approved galleria.	As identified in the Pedestrian Network Plan. Other locations must be approved.	As identified in the Pedestrian Network Plan. Other locations must be approved.
Accessible from public streets.	On street level or 3 ft. above or below street level. Accessible from one or more sidewalks through generous hallways. Space must be made available and inviting to the general public.	Accessible from street level. Provide several entrances to make the space inviting to the public.	Accessible from public right-of-way or open space at grade or 2 ft. above or below grade level of adjoining public area.	Accessible from sidewalks or public open space at grade level or 2 ft. above or below grade. Connect arcade to public space with continuous stairs.	
If functional for sitting and viewing, seating can be ledges, stairs, benches, chairs.	Provide one seating space for every 25 sq.ft. of floor area, one table for every 400 sq.ft. of floor area. At least one half of seating to consist of movable chairs.	Provide one seating space for every 25 sq.ft. of floor area, one table for every 400 sq.ft. of floor area. At least one half of seating to consist of movable chairs.	Provide sitting ledges, benches, movable chairs and tables in areas outside the pedestrian pathway. At least one half of seating should consist of movable chairs.	Place seating and tables outside the area of pedestrian flow.	If functional for sitting and viewing, seating can be ledges, benches, chairs.
Surface will predominantly be hard pavement. Add planting where appropriate.	Provide attractive paving material to create interesting patterns. Use rich plant material. Incorporate sculpture and/or water feature.	Provide attractive paving material to create interesting patterns. Use rich plant material. Incorporate sculpture and/or water feature.	Use rich paving materials in interesting patterns. Include sculpture or other works of art and water feature.	Arcades should be enhanced by creating attractive paving patterns with rich materials. Incorporate mosaics, murals or three-dimensional elements into wall surfaces, coffering into ceiling surface. Include plant materials where appropriate.	Use rich paving material in interesting patterns. Include plant material
Encourage food vendors to locate in the vicinity.	Locate food service adjacent to the atrium; 20% of area may be used for restaurant seating taking up no more than 20% of the seating and tables provided.	Provide food service; 20% of area may be used for restaurant seating taking up no more than 20% of the seating and tables provided.	Both sides of galleria should be lined with retail shops and food services. Locate sitting areas near food services. Restaurant seating is not to take up more than 20% of sitting area.	Attractive retail shops, food services and restaurants should front on the arcade. 20% of sitting area to be used for restaurant seating, occupying no more than 20% of sitting facilities and tables provided.	Attractive shops, restaurants, cafes and food services should line the pedestrian walkways and lunchtime malls.
Sunlight to sitting areas at lunch time. Shelter from wind.	Mass buildings surrounding the atrium in such a way as to maximize sunshine in the atrium space.	Orient park to the southeast, south or southwest to insure sunlight at least during lunch time.	Mass buildings surrounding galleria in a way as to maximize sunlight into the galleria space.		Sunlight to the siting areas at lunchtime. In windy locations provide wind baffles.
At all times.	8 AM to 6 PM Monday through Friday.	8 AM to 6 PM Monday through Friday.	8 AM to 6 PM Monday through Friday.	At all times.	At all times
Credit each seat as 25 s.f. of open space. Buildings up to 100,000 g.s.f. may satisfy 100% of requirement with "snippets"; larger buildings may satisfy up to 20%.	Insure proper ventilation. At least 75% of roof area to be skylit.	Insure proper ventilation. Install heating to make space comfortable in cool weather. Construct glass wall to be fully or partially movable.	Security gates should be integrated into overall design and concealed when not in use. At least 75% of galleria roof shall consist of skylights. Insure ventilation.		Credit each seat as 25 s.f. of open space



POLICY 4

Provide a variety of seating arrangements in open spaces throughout downtown.

The popularity of an open space correlates highly with the amount of comfortable sitting space provided. To accommodate this common need, adequate seating should be required in new facilities in direct relationship to the size of the open space. Existing spaces without adequate seating should be retrofitted. Sitting places should be located up front near the action and secluded in the back, in the sun and in shaded areas. Their configurations should accommodate people in groups as well as those who want to sit alone.

Sitting space can be provided in may ways. Besides conventional bench-type seating, walls, steps, ledges, planters, and fountains can be designed imaginatively to invite people to sit. Movable chairs are particularly desirable because of the flexibility in seating arrangements they provide.

POLICY 5

Improve the usefulness of publicly owned rights-of-way as open space.

Recreation and open space use of publicly owned rights-of-way should be expanded and enhanced. The Market Street Beautification Project developed unneeded portions of street rights-of-way into plazas with sunny sitting areas. Similar opportunities exist elsewhere. For example, some lightly used streets and alleyways could be converted into lunchtime malls where outdoor dining could be moved into the street area. Where conditions permit, certain blocks might be converted into permanent plaza or park space. Figure 1 illustrates one example of how public rights-of-way might be combined with adjacent plazas to create a large open space.

OBJECTIVE 10

ASSURE THAT OPEN SPACES ARE ACCESSIBLE AND USABLE.

POLICY 1

Develop an open space system that gives every person living and working downtown access to a sizable sunlit open space within convenient walking distance.

Proximity is an important factor in the decision to frequent a park during lunch breaks. The average distance most people are willing to walk to a park or plaza is approximately 900 feet.

Map 3 indicates "deficiency" areas — areas not within 900 feet of an existing or proposed major open space — in which new open spaces should be created.

POLICY 2

Encourage the creation of new open spaces that become a part of an interconnected pedestrian network.

The individual parts of an open space system should be linked by an overall downtown pedestrian network. For example, the plazas and arcades of the 5 Fremont Building are natural extensions and components of a

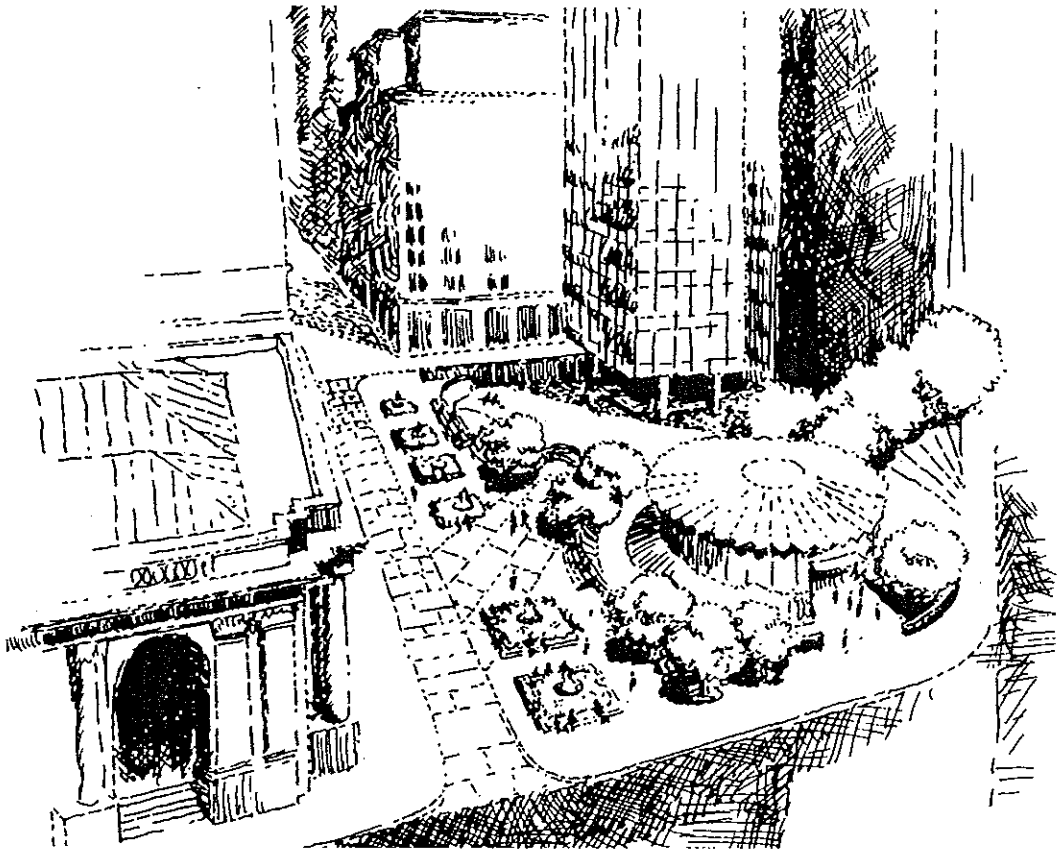


Figure 1 SANSOME STREET COMBINED WITH CROWN ZELLERBACH PLAZA

midblock pedestrian system connecting the Transbay Terminal to Market Street. Plazas and parks become pathways for trips as well as destinations for trips. Future sidewalk arcades, gallerias, and through-block pedestrianways should also contribute to the pedestrian network. This network is shown on Map 7 of the Moving About chapter.

POLICY 3

Keep open space facilities available to the public.

Locked gates or restricted passages negate the purpose of "open" space. All outdoor ground level features which are accessible from the public sidewalk, such as parks, plazas, snippets, and sitting areas in arcades, should always be open to the public during daylight hours. On the other hand, features which require entry through the building such as atriums, greenhouses, sitting areas in gallerias, sun and view terraces can more reasonably be restricted to normal business hours since office workers (shoppers, in the case of a galleria) are the primary users of the space.

POLICY 4

Provide open space that is clearly visible and easily reached from the street or pedestrian way.

Open spaces should be accessible, visible, and generally be at or near grade level to facilitate use. Plazas and parks more than three feet above or below grade are less inviting, and as a result, are less frequently used. Any plaza or park not at street level should be connected to the street system by wide, visible, and inviting stairways or ramps.

Terraces located on upper levels or on top of buildings should be readily accessible to the public. Their availability should be marked visibly at street level. Adequate signs in hallways and elevators should aid in locating the facility.

POLICY 5

Address the need for human comfort in the design of open spaces by minimizing wind and maximizing sunshine.

OBJECTIVE 11

PROVIDE CONTRAST AND FORM BY CONSCIOUSLY TREATING OPEN SPACE AS A COUNTERPOINT TO THE BUILT ENVIRONMENT.

The form of the built environment depends not only on buildings, but the space between them. In many instances, this space is provided by the streets and sidewalks that separate the buildings on either side. Within the grid of streets, properly designed open spaces — as notches or longer segments of blocks — provide relief to an otherwise dominant streetwall form.

Open space is an essential element of the urban form. It is frequently the most remembered and identified component of the urban landscape. For example, Union Square is an anchor physically and psychologically for the area surrounding it.

Conversely, open space in urban settings is dependent upon the built environment to frame, enclose, and define the space. This delicate relationship is characteristic of a quality urban environment.

POLICY 1

Place and arrange open space to complement and structure the urban form by creating distinct openings in the otherwise dominant streetwall form of downtown.

The traditional form of downtown San Francisco is one of structures built vertically from the sidewalk edge. This provides a continuous relationship of pedestrian to building facade. An occasional break in this pattern for a plaza, park, or building setback adds interest to the pedestrian experience. However, too-frequent application of these devices destroys the relationship and results in "towers in the park" removed from the immediate experience of the pedestrian. The provision of open space should be accomplished through conscious concern for the relationship between building mass and open space — with a view to strengthening the visual impact of both.

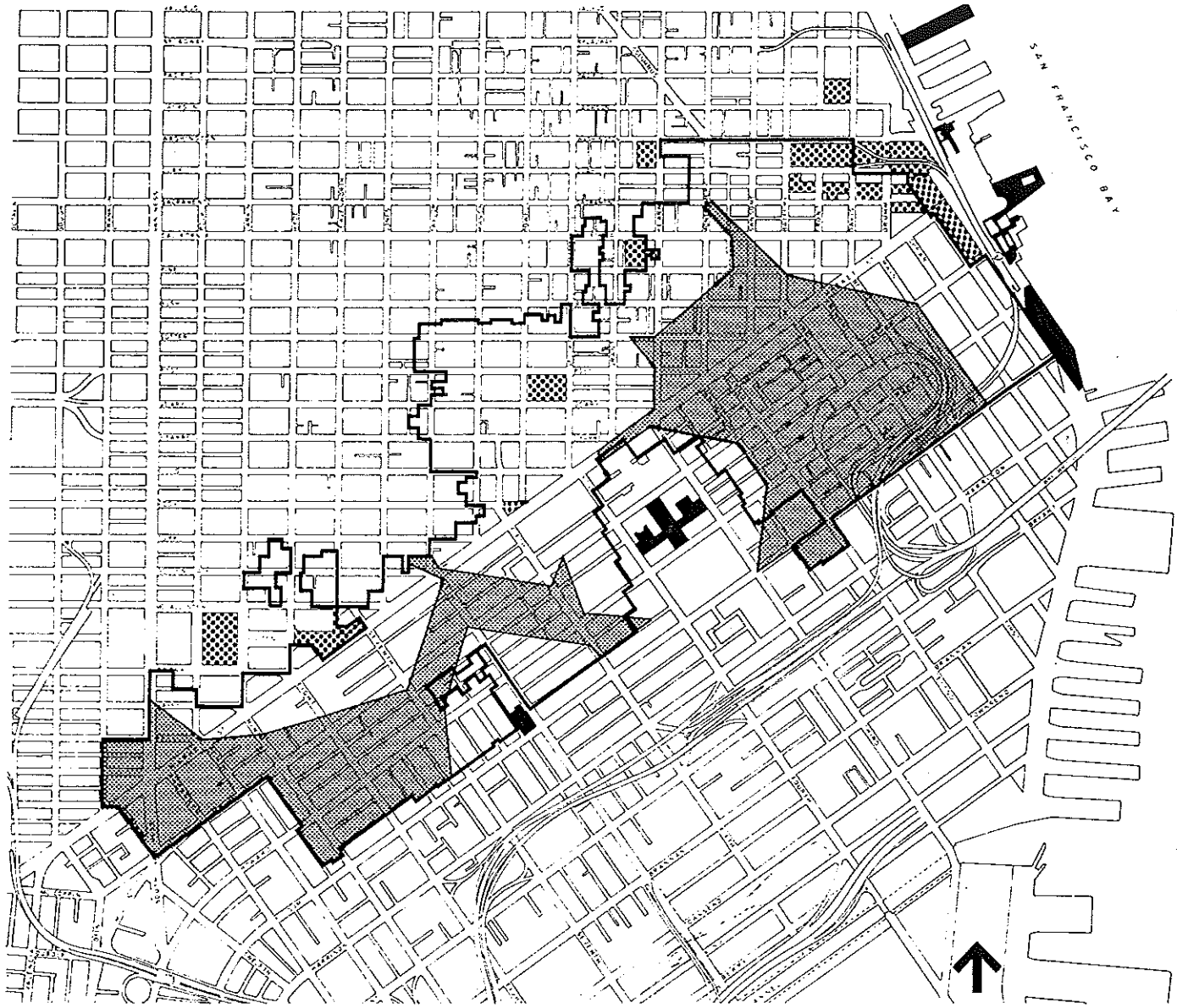
POLICY 2

Introduce elements of the natural environment in open space to contrast with the built-up environment.

Some spaces may be predominantly grass, shrubs, trees, and soft surface parks with a few paths and benches. Others may provide just a few plants, trees, and a fountain in an otherwise hard-surface plaza. However, all open spaces should provide some counterpoint of the natural environment to the dominant presence of the built environment of streets and buildings, if only an opened vista to the sky or water.

Key Implementing Actions

Require open space for most nonresidential uses; Allow the open space requirement of new buildings to be met off-site by developing open space on public land; Continue to acquire and develop new publicly owned open space to serve downtown residential areas; Acquire needed open space through use of eminent domain powers when other means fail.



MAJOR OPEN SPACES

Map 3

Existing Open Space

Open Space in the Planning Stage

Area Deficient In Open Space
(Not Served By Existing Open Space Or
Open Space In The Planning Stage)

Proposed C-3 District Boundary