



# SAN FRANCISCO PLANNING DEPARTMENT

## Historic Preservation Commission Resolution No. 863 HEARING DATE APRIL 19, 2017

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*Case No.:* 2011.1124L  
*Project:* New Era Hall  
*Zoning:* NCT -Upper Market Neighborhood Commercial Transit District  
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### RESOLUTION TO RECOMMEND TO THE BOARD OF SUPERVISORS ARTICLE 10 LANDMARK DESIGNATION OF 2117-2123 MARKET STREET, HISTORICALLY KNOWN AS NEW ERA HALL, LOT 012 IN ASSESSOR'S BLOCK 3543, AS LANDMARK NO. XXX PURSUANT TO 1004.1 OF THE PLANNING CODE.

1. WHEREAS, on June 15, 2011, the Historic Preservation Commission included 2117-2123 Market Street, New Era Hall, on its Landmark Designation Work Program; and
2. WHEREAS, Planning Department staff Moses Corrette and Jonathan Lammers, both of whom meet the Secretary of Interior's Professional Qualification Standards, prepared the Draft Landmark Designation Report, which was reviewed by Tim Frye of the Department for accuracy and conformance with the purposes and standards of Article 10; and
3. WHEREAS, the Historic Preservation Commission, at its regular meeting of December 7, 2016, reviewed Department staff's analysis of New Era Hall's historical significance per Article 10 as part of the Landmark Designation Case Report dated December 7, 2016; and
4. WHEREAS, the Historic Preservation Commission finds that the 2117-2123 Market Street nomination is in the form prescribed by the HPC and contains supporting historic, architectural, and/or cultural documentation; and
5. WHEREAS, the Historic Preservation Commission finds that 2117-2123 Market Street, conveys its significant architectural qualities as the work of a master architect, August Nordin, while employing innovative structural techniques. 2117-2123 Market Street is also significant for its association with the rebuilding of San Francisco after the disaster of 1906, the establishment of Upper Market Street as a commercial corridor, and for its association with the Visalia Stock Saddle Company.

6. WHEREAS, the Historic Preservation Commission finds that 2117-2123 Market Street, meets the eligibility requirements per Section 1004 of the Planning Code and warrants consideration for Article 10 landmark designation; and
7. WHEREAS, the Historic Preservation Commission finds that the boundaries and the list of exterior and interior character-defining features, as identified in the draft Landmark Designation Report, should be considered for preservation under the proposed landmark designation as they relate to the New Era Hall's historical significance and retain historical integrity; and
8. WHEREAS, the proposed designation is consistent with the General Plan priority polices pursuant to Planning Code Section 101.1(b) and furthers Priority Policy No. 7, which states, that historic buildings be preserved, for reasons set for the in the December 7, 2016 Case Report; and
9. WHEREAS, the Department has determined that landmark designation is exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical); and

**THEREFORE BE IT RESOLVED**, that the Historic Preservation Commission hereby recommends to the Board of Supervisors approval of the landmark designation of 2117-2123 Market Street, the New Era Hall, Assessor's Block 3543 Lot 012, pursuant to Article 10 of the Planning Code.

I hereby certify that the foregoing Resolution was adopted by the Historic Preservation Commission at its meeting on April 19, 2017.

  
Jonas P. Ionin  
Commission Secretary

AYES: Johns, Johnck, Hyland, Matsuda, Pearlman, Wolfram  
NAYS: None  
ABSENT: Hasz  
ADOPTED: April 19, 2017